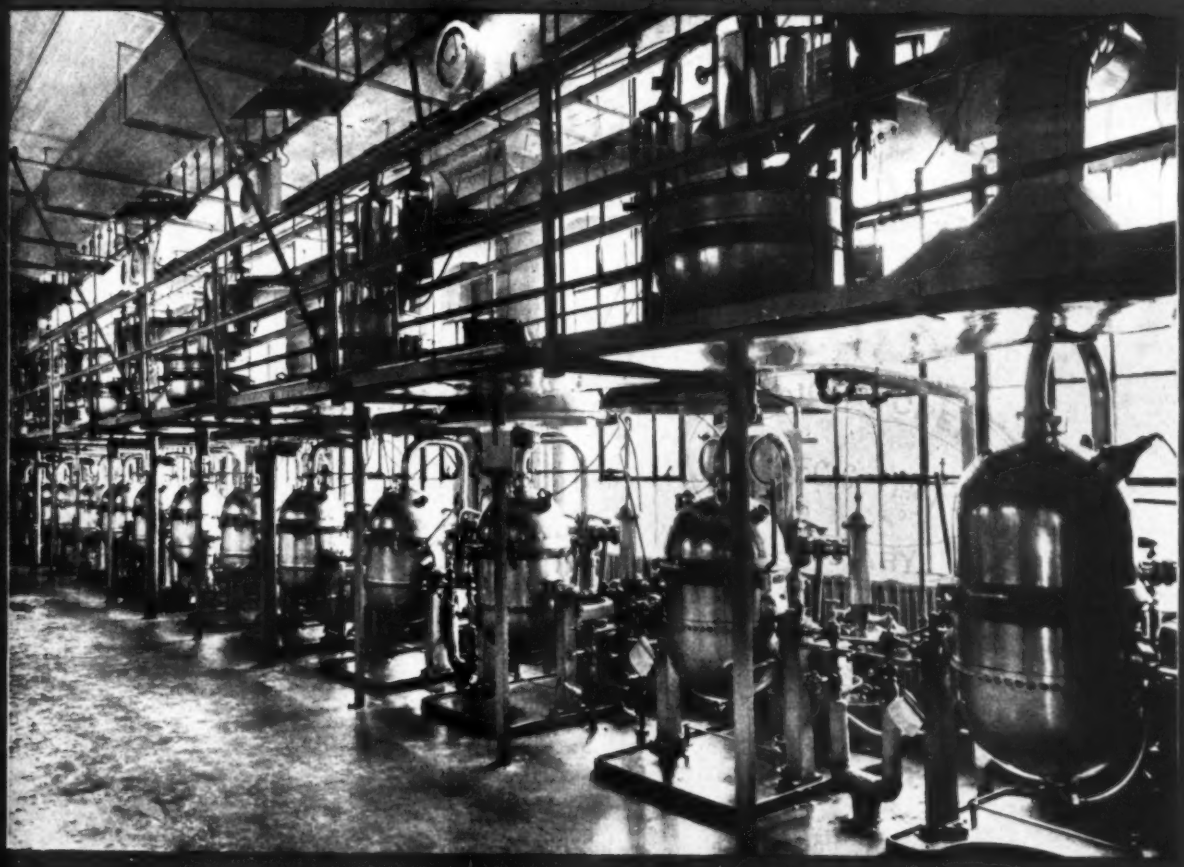
The

DECEMBER, 1947

MANUFACTURING CONFECTIONER

NEER SPECIALIZED PUBLICATION FOR CONFECTIONERY MANUFACTURERS



SHINING BATTERY of copper vacuum candy cookers is shown in this unusual photo-study above of the attractive interior of the plant of the Life Savers Corporation, Port Chester, New York.

THE MANUFACTURING CONFECTIONER PUBLISHING COMPANY, CHICAGO 6, ILLINOIS

test tubes and chemicals,
research and science for



peace, happiness and a
better world,



for good will to all men

FELTON CHEMICAL COMPANY INC.
MANUFACTURING CHEMISTS
599 JOHNSON AVE., BROOKLYN 6, N. Y.

AROMATIC CHEMICALS
FLAVORS

FELTON
Quality

ESSENTIAL OILS
PERFUME OILS

Don't Be in the Same Boat



—When You CAN CONTROL MOISTURE!

There's no need for you to leave to chance the all-important control of flavor, smoothness, freshness and color, all of which depend on perfect moisture control. When you use

Veg-A-Loid

you can carry 5% more moisture—cook at 5° to 7° less temperature—and prolong the shelf life of your candies.

Write for a sample batch of Veg-A-Loid and for test Recipe M.

CAST JELLIES • SLAB JELLIES
CARAMELS • PAN WORK
CHOCOLATE-DIPPED JELLIES
HAND ROLLED CREAMS
CAST CREAMS • FUDGES

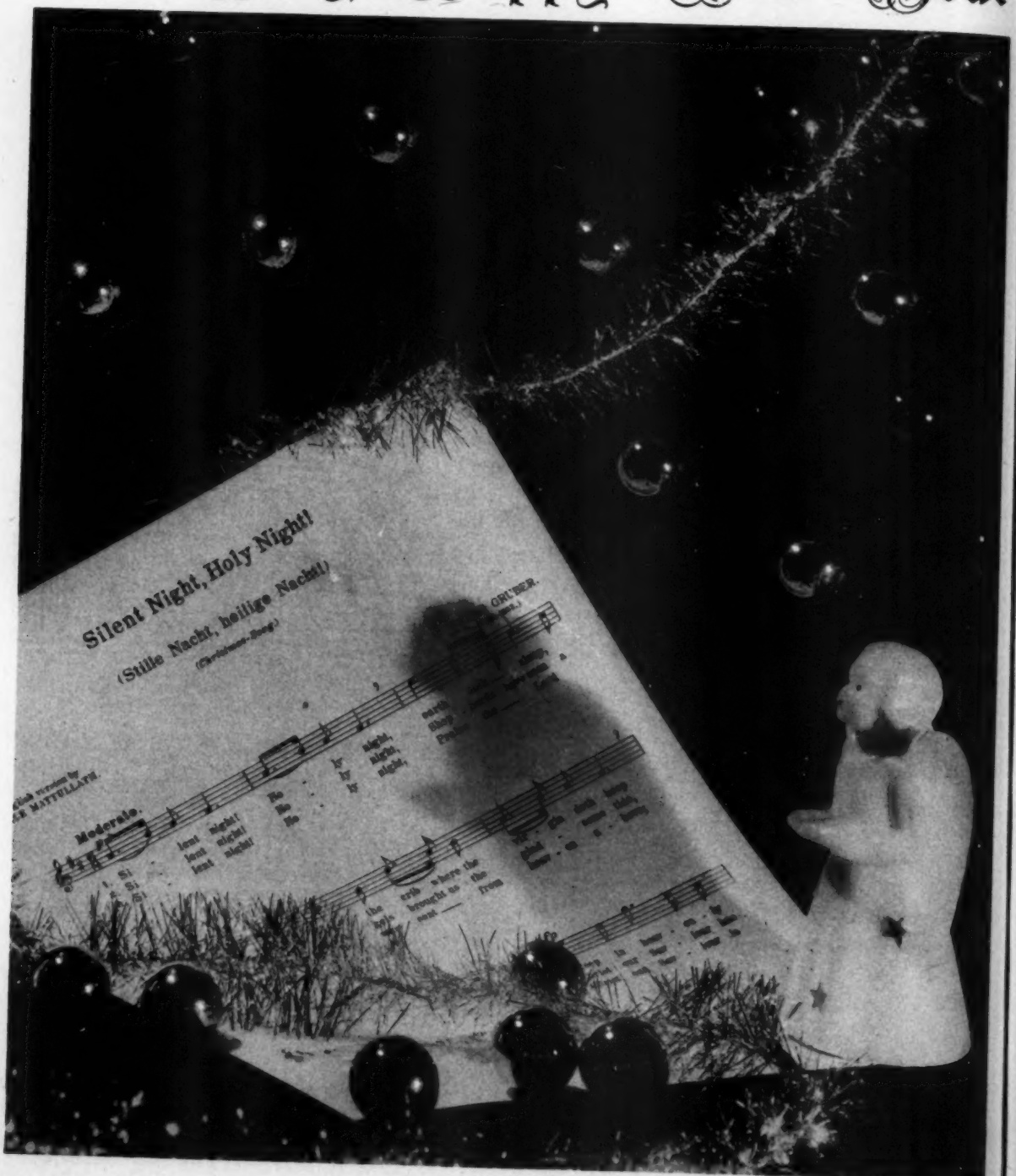
T. H. Angermeier & Co.

MANUFACTURING SPECIALISTS TO THE FOOD INDUSTRY

245 Seventh Avenue, New York, N. Y.

FRITZSCHE BROTHERS, Inc., wishes you all

A Merry Christmas *and a* Very Happy New Year



The Manufacturing Confectioner

VOLUME XXVII, NO. 12

DECEMBER, 1947

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Read Wherever Candy Is Made

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ABC
ABP

Pioneer Specialized Publication For Confectionery Manufacturers Plant Management, Production Methods, Materials, Equipment, Purchasing, Sales, Merchandising.

Published Monthly on the 5th by **The Manufacturing Confectioner Publishing Company**, publishers of **The Manufacturing Confectioner—The Blue Book—The Candy Buyers' Directory—Candy Merchandising.** Executive offices: 400 West Madison Street, (Daily News Bldg.), Chicago 6, Illinois. Telephone FRAnklin 6369. Eastern Offices: 303 West 42nd Street, New York City 18, N. Y., Telephone CIrcle 6-6456; 99 Chauncy St., Boston 11, Mass., Telephone LIberty 0820. Publication Office: Pontiac, Illinois. Copyright, 1947, Prudence W. Allured. All rights reserved. Subscription Price: One Year $3.00. Two Years, $5.00. Per Copy, 35c. In ordering change of address, give both old and new address. Entered as Second Class Matter, April 20, 1939, at the Post Office at Pontiac, Illinois, under the Act of March 3, 1879.



RESEARCH

To make it
Better and Better and Better

A great new research program, designed to develop products that will be of ever-increasing service and value to you is now under way. Whatever your requirements for standard or special formulas, our technical and sales staff is always available to assist you.

Anheuser-Busch

CORN SYRUP
STARCHES

Dusting • Molding • Thin Boiling

CORN PRODUCTS DEPARTMENT

ANHEUSER-BUSCH, INC.

ST. LOUIS, MO



Blanke-Baer

PURE FRUIT PUREES AND FLAVORS

For Those Who Take Pride In Their Confections

To be sure that your confection reaches the consumer with all the taste and purity to which they are entitled, and which you are seeking to perfect—to be sure that your confection will enjoy repeat sales—then you, like many of the confectionery leaders, will want to be sure that it contains Blanke-Baer's Pure Fruit Purees and Flavors.

Fruit Purees

- Conc. Pure Raspberry Puree
- Conc. Pure Strawberry Puree
- Conc. Pure Orange Puree
- Conc. Pure Grape Puree
- Conc. Pure Apricot Puree

True Fruit Extracts

- True Extract of Raspberry
- True Extract of Strawberry
- True Extract of Cherry
- True Extract of Grape
- True Extract of Apricot

- "C" Type Cocoanut Fruit

BLANKE-BAER EXTRACT & PRESERVING CO.

3224 S. Kingshighway, St. Louis 9, Mo.

BURRELL

THINKS . . .



1st Of *Confectionery Belting* Quality



The photograph showing a glazed cooling tunnel belt (dark); and a 90 degree endless turntable belt (light). is a BURRELL installation.

100% BURRELL installations in many of the industry's largest plants prove the superiority of BURRELL products. BURRELL belts are the result of years of experience and scientific engineering. Write, call, or wire for information and recommendations.

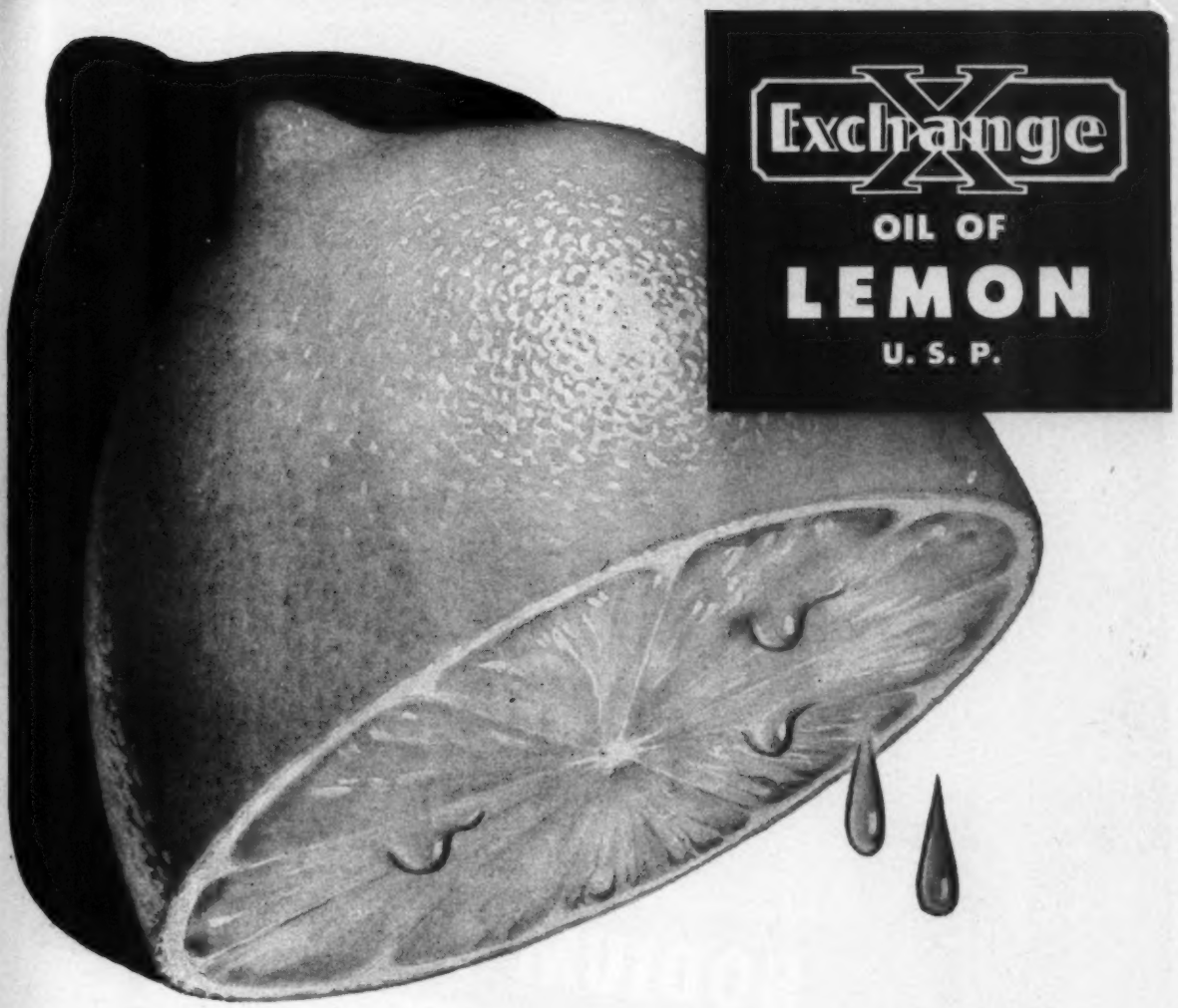
It Is Profitable to . . .

Let BURRELL belting experience and the . . . 11 BURRELL stars help you!

- ★ CRACK-LESS Glazed Enrober Belting
- ★ THIN-TEX WHITE Glazed Belting
- ★ White Glazed Enrober Belting (Double texture; Single texture; Aero-weight).
- ★ Packaging Table Belts (Treated and Untreated)
- ★ V-Belts (endless)
- ★ Innerwoven Conveyor Belting
- ★ Batch Roller Belts (patented)
- ★ Cold Table Belts (endless)
- ★ Caramel Cutter Belts
- ★ Feed Table Belts (endless)
- ★ Caramel Cutter Boards

"BUY PERFORMANCE"

BURRELL BELTING CO. 401 So. Hermitage Av. Chicago



LIKE THE FLAVOR OF A FRESH-CUT LEMON....

When it's *lemon* you want, Exchange is the Oil!

More than 80% of all the lemon oil used in the United States is Exchange Lemon Oil. This overwhelming endorsement by the trade is your assurance that Exchange Lemon Oil delivers *flavor . . . clarity* and *uniformity* not found in any other Lemon Oil.

Always specify it by the brand name when you order — Exchange Oil of Lemon. And to insure your satisfaction, accept no other brand.

Distributed in the United States exclusively by
FRITZSCHE BROTHERS, INC.
76 Ninth Avenue, New York 11, N. Y.

DODGE & OLCOTT, INC.
180 Varick Street, New York 14, N. Y.

Distributors for:
CALIFORNIA FRUIT GROWERS EXCHANGE
PRODUCTS DEPARTMENT, ONTARIO, CALIF.

Producing Plant:
EXCHANGE LEMON PRODUCTS CO., CORONA, CALIF.

PFIZER QUALITY

CITRIC ACID

CREAM of TARTAR

TARTARIC ACID

SODIUM CITRATE

★ Chas. PFIZER & Co., Inc.

Manufacturing Chemists since 1849

Chas. Pfizer & Co. Inc.
81 Maiden Lane, N. Y. 7, N. Y.
444 W. Grand Ave., Chicago 10, Ill.
605 Third St., San Francisco 7, Cal.

PFIZER QUALITY

6006



CENTROL LECITHIN *will improve Your Chocolate*

Proof that Centrol Lecithin in your chocolate gives you:

Quicker Flow
Quicker Spread
Greater Coverage
Easier Handling
Better Gloss
Rapid Setting
Better Fat Dispersion
Longer Shelf Life
Uniformity of Coating

These photographs—taken in the total time of less than a minute—prove how much easier your chocolate will flow—how much more quickly it will spread and cover with the addition of Centrol Lecithin. Notice the smooth, free flowing consistency of the chocolate with Lecithin—compare it to the heavy, viscous character of the other.

You too can get these advantages. The advantages Centrol Lecithin can give you:

IMPROVED QUALITY AND SALABILITY

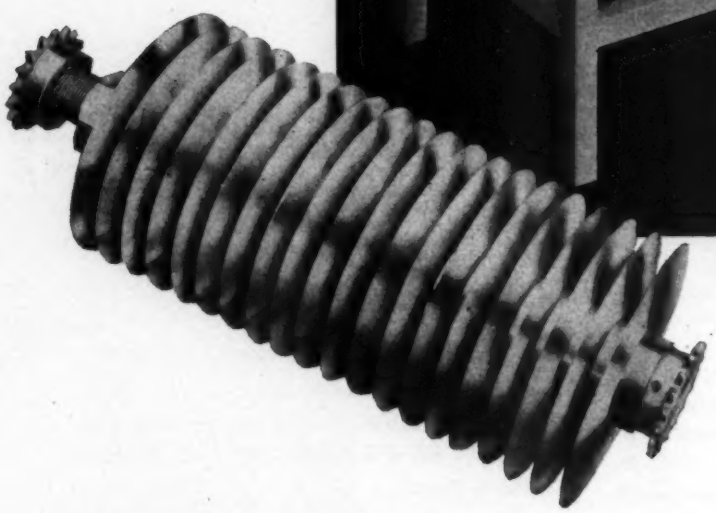
Find out how you can improve your chocolate with Centrol Lecithin. Write us today for our folder "Centrol Lecithin—What It Is and What It Does."

Centrol Lecithin production is controlled by rigid standards and specifications to a uniform high quality and is available in 25, 50, 125, 260 and 500 pound steel pails and drums.



DUBIN CARAMEL CUTTER



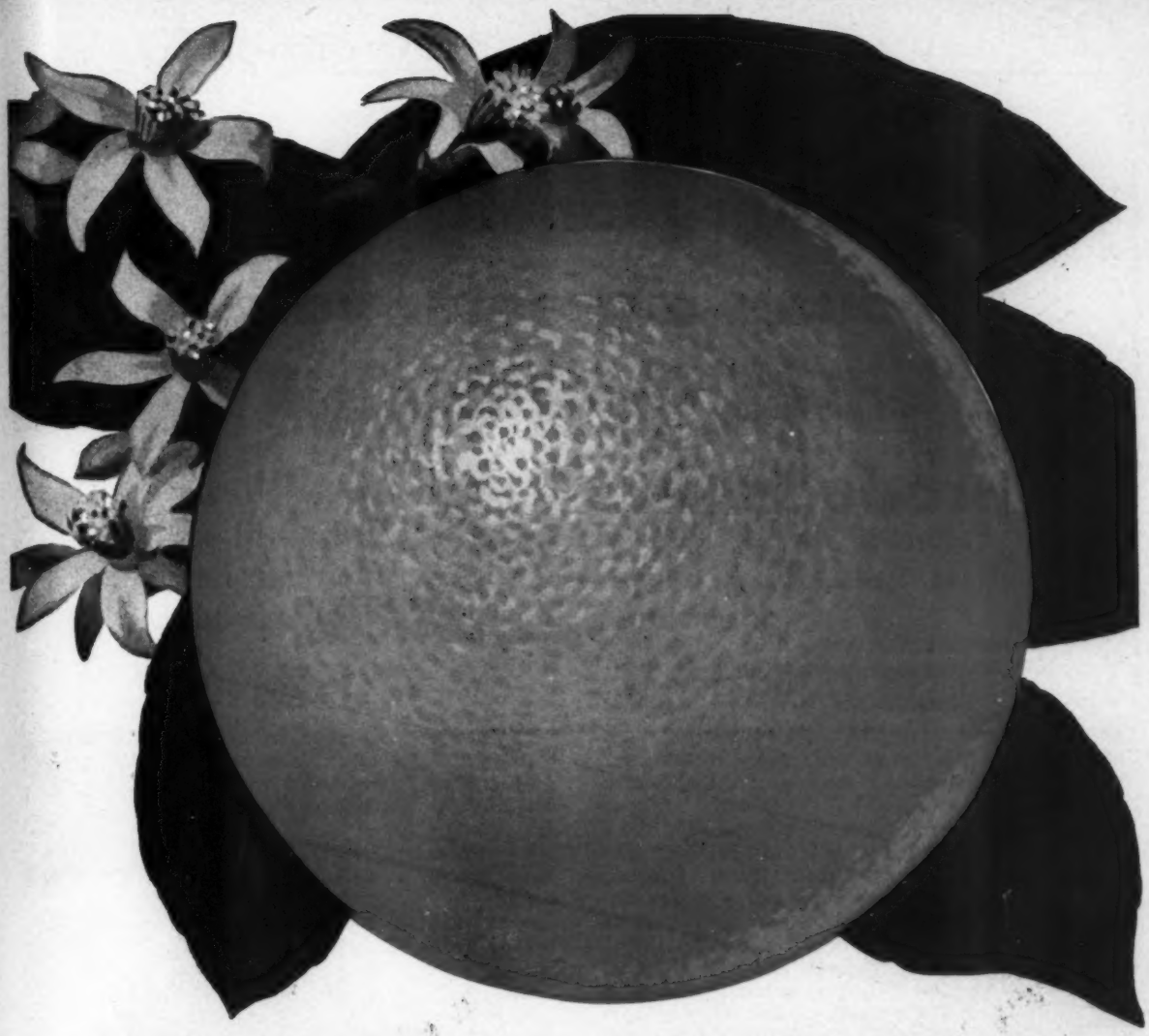


Remove the cutting head in a few minutes. Clean, or replace for different size cuts . . .

THE DUBIN Caramel Cutter, Model C1, is built without the stainless steel sides for those who want a more economical candy cutting machine. Otherwise, it has the same features as the Dubin Model C2. The cutting head can be easily and quickly removed, and extra cutting heads can be had to eliminate changing of knives. Cutter and mechanism are enclosed in guards for sanitary and safety reasons. All ball bearing construction. Spacers of ¼, ½ and ¾" are standard equipment. Steel frame is enameled in choice of white or grey. Canvas belt is white.

Model C1
Motor 2 h. p., 220/440 volt—3 phase
Cutting head 20"—20 circular knives
Floor space 33" x 48"
Shipping weight 525 lbs.

R. M. DUBIN CORPORATION
CONFECTIONERS' MACHINERY
2500 SOUTH SAN PEDRO STREET • LOS ANGELES 11, CALIFORNIA



THE WORLD'S FINEST ORANGE OIL

Made exclusively from oranges from the Sunkist Groves of California.

Exchange Oil of Orange gives you more *real orange flavor*, drop for drop or pound for pound, than any other orange oil.

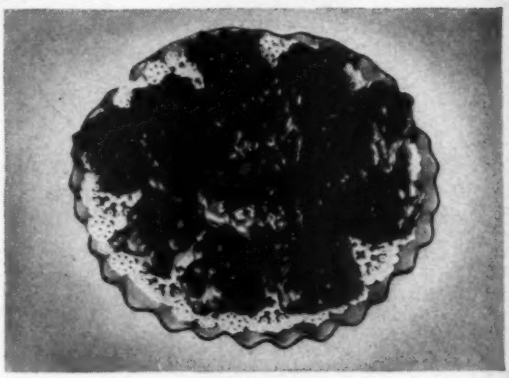
Give it all your tests for *quality, uniformity* and *strength*. Then you'll buy Exchange Brand.

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Distributors for:
CALIFORNIA FRUIT GROWERS EXCHANGE
PRODUCTS DEPARTMENT, ONTARIO, CALIF.
Producing Plant:
The Exchange Orange Products Co., Ontario, Calif.



No other manufacturer produces a greater variety of edible vegetable oil products than Durkee

KONUT



CUSTOM MADE FOR NUT ROASTING

Konut is built for stability. It gives all types of nuts a longer shelf life. You have no off-flavor oils when Konut is used. Can be used over and over again, assuring peak economy.

A Product of DURKEE–
One of America's Great Food Institutions!
A DIVISION OF THE GLIDDEN COMPANY

PECTOLENE

An "Outstanding Development" for use with

CENTER-ROLL KREME

Pectolene is a pectinized invert sugar product for use in hand rolled chocolates, which insures smooth, mellow cream centers . . . reduces leakers and spitters . . . prevents crystallizing.

PECTOLENE

Pectolene is a pectinized invert sugar product containing all the valuable properties that are necessary to add freshness and keeping qualities to all candies wherein used.

The use of PECTOLENE in candies prevents the crystallization of sugar and adds a smoother character to cream centers. PECTOLENE is much stronger than invert sugar and is generally used on the basis of 7 lbs. as against 10 lbs. of regular invert sugar to a 100 lb. batch.

We recommend the use of PECTOLENE in Marshmallow, Caramels, Cast Creams, Cast Jellies, Fudges, Hand Roll Creams, all Cocoanut numbers, Cast Caramels and all Cast Creams. See Pages 42 and 43 of our Formula book.

CENTER-ROLL KREME

. . . A white, sweet and mellow Egg Kreme made from the finest materials available by a process exclusively our own.

For both soft flowing Hand Roll Creams and Cast Creams, this product is unsurpassed. When used in Hand Rolls, it matures in a few days to a velvety, soft flowing cream center.

This product insures the keeping quality of Hand Rolls where they are made in a commercial way and molded on the regular hand roll machines. Cast Creams made with CENTER-ROLL KREME have a quality almost equal to that of a Hand Roll. For this reason, it is preferred for the better 5-lb. bulk lines of chocolate cream centers.

Formula Book furnished with 50 lb. trial order of each product.

Flavor BURCO *Unsurpassed*

BURKE PRODUCTS CO INC.

52 Years of "Know How"!

Here in the modern "up to the minute" KIMBELL CANDY CO. plant in Chicago you will find the experience and "know how" that has made them one of the fine candy manufacturers in the country today.



The House of Smacks

Here, as in scores of other fine candy plants, you find the

INSTANT AND CONTINUOUS FONDANT MACHINE

the heart of their operation—producing the finest, smoothest fondants possible.

Experienced candy makers the country over are turning to the INSTANT AND CONTINUOUS FONDANT MACHINE for its simple, efficient operation, and production of smoother Fondants.

We are proud to serve KIMBELL CANDY CO. and the scores of other fine candy companies using our machine.



WE WOULD LIKE TO SERVE YOU
WRITE FOR COMPLETE INFORMATION TODAY

In writing please refer to this magazine

CONFECTION MACHINE SALES CO.

30 N. LA SALLE ST. CHICAGO, ILL. ANDover 3204



compare

your present whipping agent with Soyco for results and costs!

THE attractive and delicious candies you see here were made with new and improved Soyco—the quality whipping agent.

We sincerely believe that this whipping agent, Soyco, is superior to the product you may now be using.

Costs less than half as much as egg albumen!

Soyco is a whipping agent derived through carefully controlled physical and chemical processes. It replaces egg albumen on a pound-for-pound basis. Soyco is laboratory tested and checked to insure uniformity.

Soyco produces uniform results! Egg albumen, on the other hand, is not always uniform. It varies considerably in stability and whipping qualities.

Soyco will not darken or discolor mazetta cream, nougat cream, nougats or fudges.

Soyco's invert action retards crystallization of the sugar—helps to increase the shelf life of fondants and sugar cream centers.

Soyco will beat up with invert sugar without water. Soyco will whip up in syrup equally as well as egg albumen.

These are reasons why Soyco is being used more and more in a wide variety of candies by leading manufacturers.

Soyco is also being used to replace part of the egg albumen in other types . . . such as short nougats, hand rolls, starch run creams, and light frappés.

Send for "Soyco Facts and Formulas," and order Soyco directly from Whitson Products today. (Soyco is packed in 100-lb. drums.)

SOYNUTS add taste and protein to candy!

Whitson's Soynuts are dry roasted, tenderized soybeans available as whole nuts, coarse or fine toppers. *They contain approximately 37% protein!*

Soynuts can also readily be blended with other nut meats—the bland flavor of Soynuts makes this combination especially palatable.

Priced from 11¼¢ to 13¢ per pound*, depending on type and quantity purchased.

*All prices f.o.b. Waterloo, Iowa. Subject to change.

Soyco—THE ORIGINAL WHIPPING AGENT

WHITSON PRODUCTS. *Division of The Borden Company.*
350 Madison Avenue, New York 17, New York.
***Canada Distributor:* H. Lawton & Co., Toronto.**

One of a series *of messages to help you increase your understanding of business paper advertising, and its effect on your business.*

Where are next year's profits coming from?

LABOR COSTS probably won't be any lower. Most materials, when you can get them, will still be costly. Yet no one in his right mind believes that profits can come from higher and higher prices. For that just makes *everybody* the loser in the end.

So the answer you hear most often is for all of us to *produce* more. To produce more efficiently. To so refine our mass production techniques that we can shave the last penny off the manufacturing cost per unit.

But that's not the *whole answer!*

The same principle must be applied to the *manufacture of a sale.* Because that's where business will find its best opportunities for profit—now and in the years to come.

With a buyers' market already in sight, it is time for business to re-examine the whole process of selling and distribution, and to improve the techniques of marketing its goods and services. The job is a tough one. It calls for streamlining, for more *mechanization* —which is simply another name for more aggressive and efficient advertising.

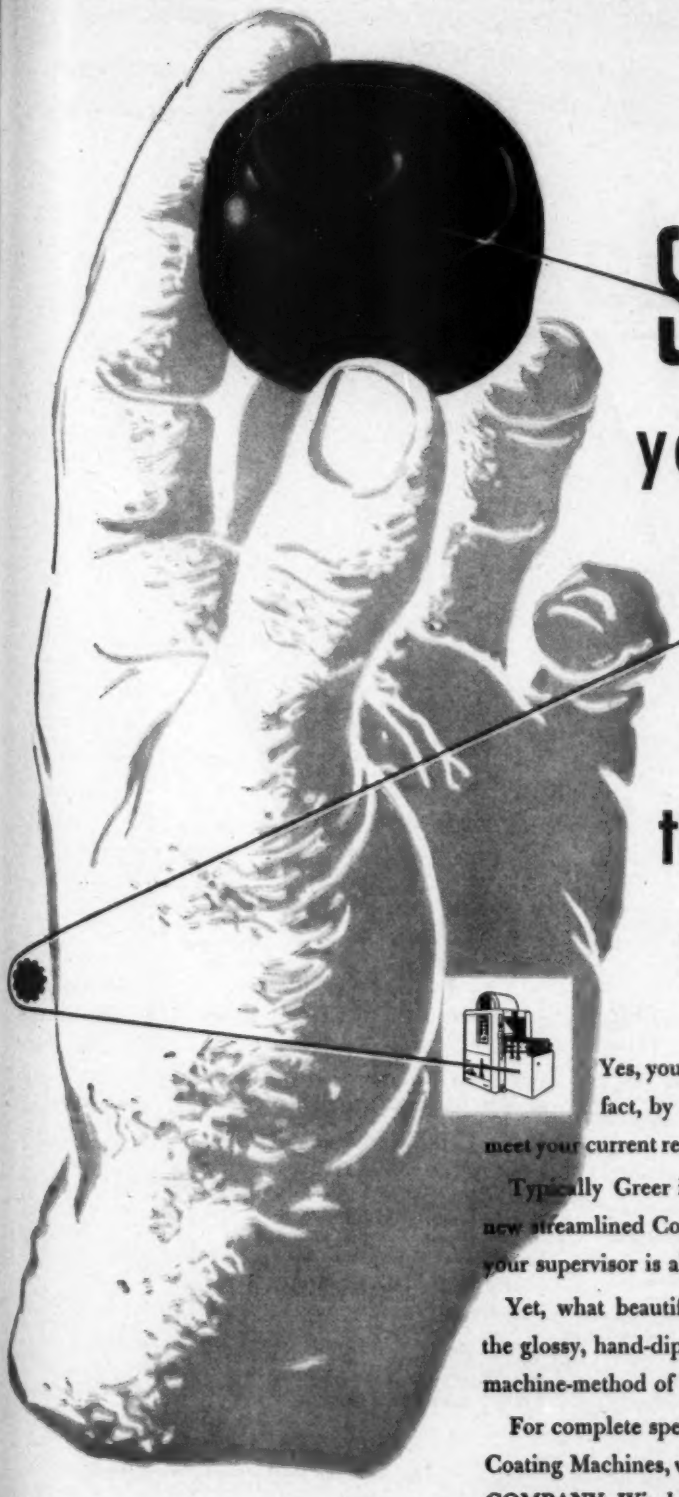
Skillfully employed, advertising is to selling what the assembly line is to production. It is a machine that increases the capacity of the sales force by the hundreds, or thousands, or by any quantity your market requires—exploring the field, arousing interest, creating a preference for your company and its products.

And nowhere does this machine operate at *higher efficiency* than in the business press, where it is concentrated among your best prospects—and no one else!

What are the ten ways to measure the results of your business paper advertising? You'll find the answers in a recent ABP folder, which we'll be glad to send you on request. Also, if you'd like reprints of this advertisement (or the entire series) to show to others in your organization, you may have them for the asking.

THE MANUFACTURING CONFECTIONER

is one of the 129 members of The Associated Business Papers, whose chief purpose is to maintain the highest standards of editorial helpfulness—for the benefit of reader and advertiser alike.



SOON...

you can stop waiting for the COATER that needs no waiting on

Yes, your wait for that Greer Coater is just about over. In fact, by the time you decide on the machine you need to meet your current requirements, the delivery date may be right at hand.

Typically Greer in its simple design and ease of operation, your new streamlined Coater almost runs itself. An occasional check by your supervisor is all the attention required.

Yet, what beautiful work it does . . . giving your masterpieces the glossy, hand-dipped appearance that comes from Greer's unique machine-method of tempering the chocolate.

For complete specifications on the three standard sizes of Greer Coating Machines, write for Bulletin 112 . . . today. J. W. GREER COMPANY, Windsor Street, Cambridge, Mass.

GREER

UNION PACIFIC

TREASURE MAP OF INDUSTRY

Nevada



- *Variety of metals, minerals and ores of value to industry*
- *Power and irrigation projects*
- *Good living conditions*
- *Colorful scenic attractions*
- *Excellent rail transportation*

* *One of a series of advertisements based on industrial opportunities in the states served by the Union Pacific Railroad.*

Manufacturers, packers and processors will find Nevada a storehouse of raw materials. There are deposits of copper, silver, gold, zinc, lead and uranium. Mineral ores and minerals include tungsten, manganese and antimony ore, magnesite, gypsum, sulphur, borax and vanadium. Building stone and marble also are available.

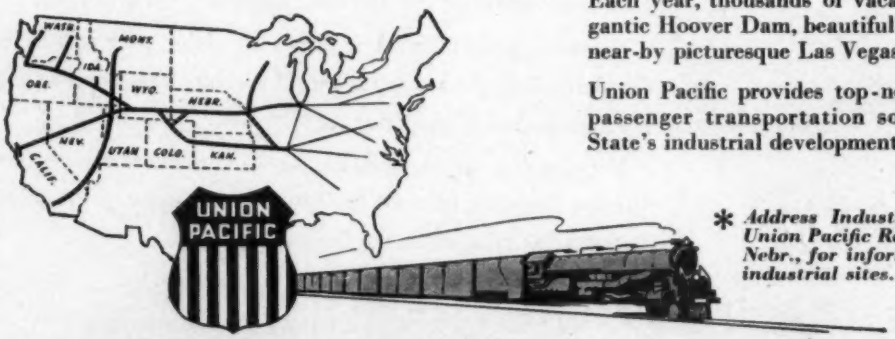
Cattle, sheep and poultry raising are expanding agricultural pursuits and there also is some production of a variety of grains, vegetables and fruits.

Irrigation and power are supplied by several Federal projects including famous Hoover Dam.

Nevada's healthful climate, excellent educational system, and a variety of scenic attractions contribute to the advantages of living in this western area.

Each year, thousands of vacationists visit gigantic Hoover Dam, beautiful Lake Mead and near-by picturesque Las Vegas.

Union Pacific provides top-notch freight and passenger transportation so essential to a State's industrial development.



* *Address Industrial Department, Union Pacific Railroad, Omaha 2, Nebr., for information regarding industrial sites.*

UNION PACIFIC RAILROAD

THE STRATEGIC MIDDLE ROUTE

THE Standard

Exchange

CITRUS PECTIN *for* CONFECTIONERS

WIRE OR WRITE FOR SAMPLES AND FORMULAS

CANDY IS DELICIOUS FOOD EVERY DAY!

CALIFORNIA FRUIT GROWERS EXCHANGE

400 W. Madison Street, Chicago 6, Ill.

PRODUCTS DEPARTMENT
ONTARIO, CALIFORNIA

99 Hudson Street, New York 13, N. Y.

USED BY LEADING CANDY MANUFACTURERS THROUGHOUT THE WORLD



Florasynth LABORATORIES, INC.

CHICAGO 6 • NEW YORK 61 • LOS ANGELES 13

DALLAS 1 • DETROIT 2 • MEMPHIS 1 • NEW ORLEANS 13
ST. LOUIS 2 • SAN BERNARDINO • SAN FRANCISCO 3

Florasynth Labs. (Canada) Ltd.—Montreal • Toronto • Vancouver • Winnipeg
Florasynth Laboratorios de Mexico S. A.—Mexico City

They're Smoother!

Caramels, Nougats, Fudge, Milk Chocolate Bars & Coating

made with Land O'Lakes Nonfat Dry Milk Solids





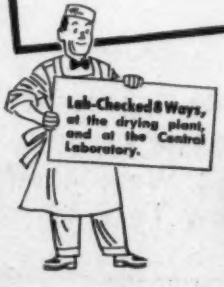
The addition of Land O'Lakes Nonfat Dry Milk Solids gives caramels in particular a noticeably smoother, creamier texture. In fudge and milk chocolate coatings, it performs a three-way service. It helps achieve the desired velvety texture. It improves thickening compared with powdered sugar, and thus stretches your sugar supply. And last, it reduces excessive sweetness, making your candy more mellow and palatable.

Nonfat Dry Milk Solids • Dry Whole Milk
Dry Buttermilk Solids

"STAY FRESH" CANDY FLAVOR!

Land O'Lakes Nonfat Dry Milk Solids helps lick the problem of rancidity.

- It's fresh when you get it.
- It stays fresh under ordinary shop temperatures.
- Normal milk acidity and uniform buffering capacity.

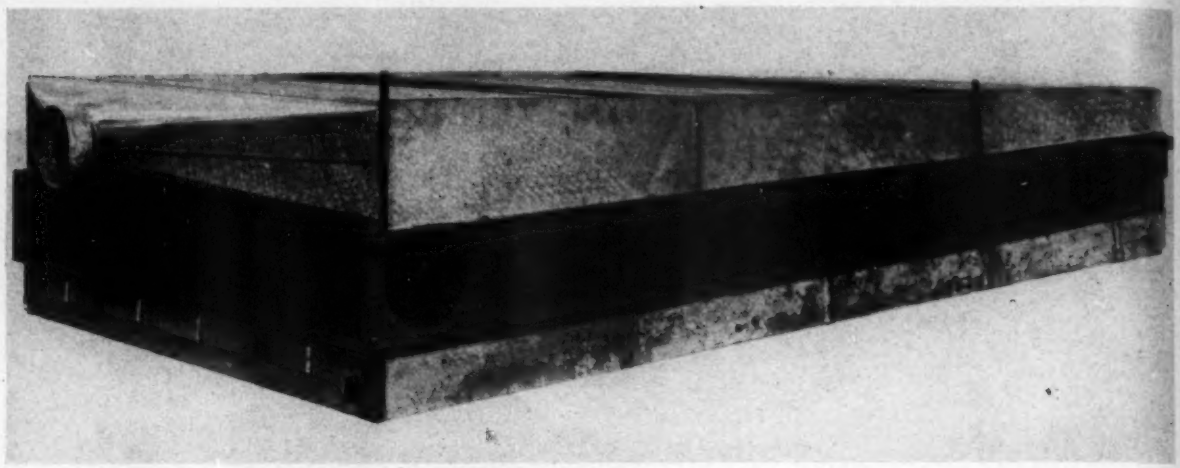


Branches and brokers in principal cities, or write direct to:

LAND O'LAKES CREAMERIES, INC.
MINNEAPOLIS 13, MINNESOTA
Also Famous For LAND O' LAKES SWEET CREAM BUTTER



"Land O'Lakes" and the Indian girl are registered trade marks of Land O'Lakes Creameries, Inc.



WOLF-SHEFFMAN STARCH CONDITIONER

THE WOLF COMPANY

is again in full production of the Wolf-Sheffman Starch Driers and Coolers as well as Starch Cleaning Systems.

The Starch Conditioning System and the Starch Cleaning System are built to operate in a continuous flow line with the Mogul delivering a clean dry starch to the board.

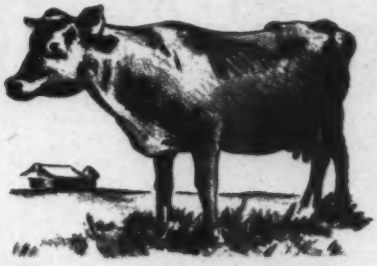
We invite your inquiries

THE WOLF COMPANY
Chambersburg, Pa.

Sole Representative
JOHN SHEFFMAN
152 West 42nd St.
New York 18, N. Y.

Cultured EXTRIN · AA ·

NEXT-BEST TO BUTTER!



Your money back without question if you don't agree!

Order a trial unit of EXTRIN AA at $18.90 f.o.b. New York. Try it. If in your opinion it is not next-best to butter and better than any butter flavor you have ever used, we'll refund your money promptly upon receipt of the unused portion.

Of all butter flavors, Cultured EXTRIN AA is unique in formula and form. There is no other butter flavor like it, and we believe that no other butter flavor can impart the *identical* flavor and aroma of butter the way EXTRIN AA does. Our thousands of customers of long-standing, from coast to coast, are of the same opinion. On the strength of their satisfaction, we can make the offer above.

No butter flavor can do everything that butter itself does. But EXTRIN AA is next-best to butter because it imparts butter-identical flavor and aroma, originating from EXTRIN'S unique and exclusive culture-processing of Milk, Sweet Cream, Sweet Cream Buttermilk, Egg Yolk and Salt. In other respects, EXTRIN AA is—

EVEN BETTER THAN BUTTER THESE 5 WAYS:

MORE ECONOMICAL Of Course! By more than 50%, including the cost of your shortening or oil. Costs no more than ordinary butter flavors. It goes further.

FLAVOR AND STRENGTH NEVER CHANGE
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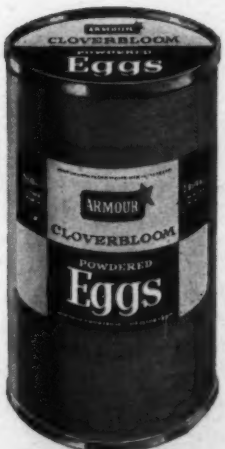
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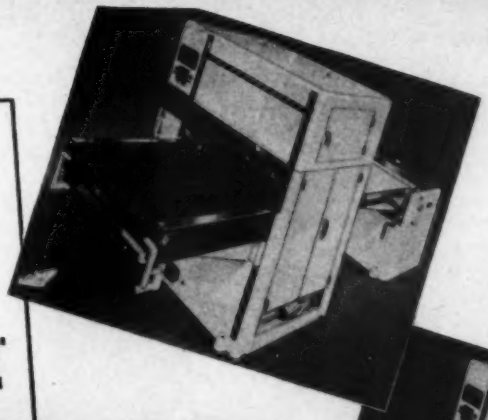
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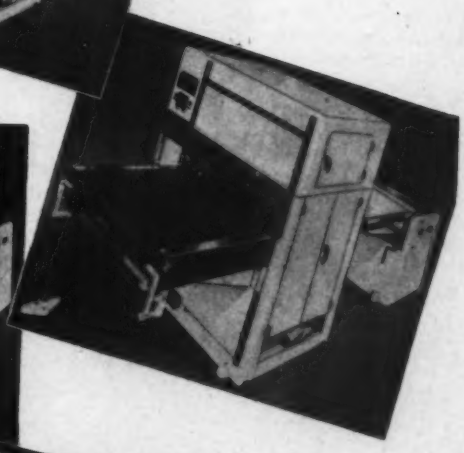
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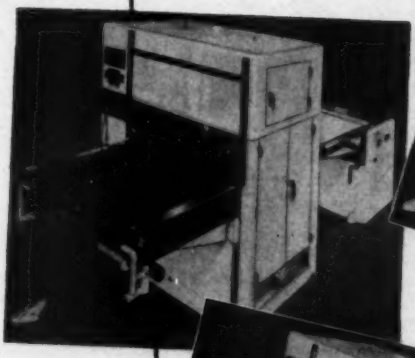
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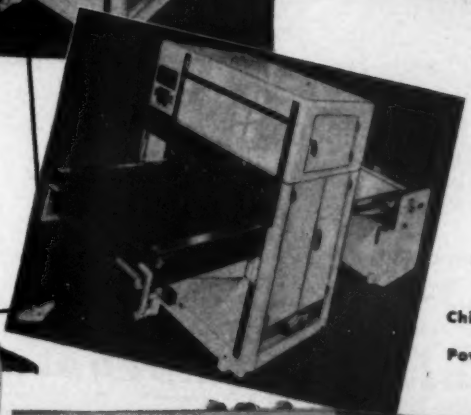
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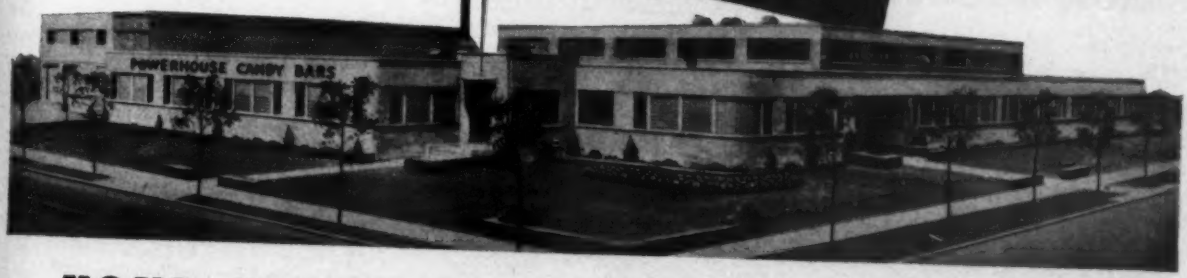








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Stones Specialize in Candy Canes

By HUGH BUCK

VERY LIKELY THE ONLY BUSINESS in the U. S. today that employs 20 to 30 persons six days a week the year around in making candy canes is Stone's Candy Cane Co., in Olympia, Wash. Working in a climate ideally suited to the purpose, Russell O. Stone's personnel cook, spin, mold, roll, wrap, and package long, mint-flavored canes eight hours every day except Sundays—and that is all they do: make candy canes.

To candy makers, canes usually are a lot of bother. They must be made by hand, and their fragility leads shippers to shy away from handling them. Large manufacturers eye them with distaste as a "loss item" they wish consumers would forget about.

Which is exactly why Mr. Stone started making candy canes.

"We simply capitalized on a candy item that the big candy makers shelved as a nuisance," he explains. "By giving it our full time, we have taken it out of the gimcrack category and given it dignity—possibly even splendor in the candy world."

Eye-stopping as the fanciest dolls in their wrappings of glittering cellophane topped with flamboyant red bows, the firm's canes are displayed in better stores all over the Northwest and California. Currently the canes are being molded into four standard sizes: the "Giant," which is the most popular, is three feet long; the "Medium" is 20 inches long; the "Small" is 12 inches long; and the "10-center" is eight inches long. The latter are in heavy demand by the theaters, department stores, and other outlets during the weeks preceeding Christmas and during advertising campaigns, when they are used as "give aways" to children. Almost invariably these campaigns result in special orders for varying quantities of "Mammoths" from four to eight feet long to be given as prizes.

Although Stone's is the originator of the giant cane on the Pacific Coast, the firm claims no originality in processing, no secret methods of manufacture. Along with every other candy maker who ever tried candy canes, Mr. Stone searched for and experimented with dozens of machines designed for that purpose. None has ever been successful for his purpose, though, says Mr. Stone.

"The long stick of hard candy that won't fall to pieces before you get it wrapped," he explains, "is one that has been spun and molded by hand."

Located four miles east of Olympia in a new one-story concrete structure 80x120 feet, Stone's Candy Cane Co. is a three-way partnership. Partners are Mr. Stone, his wife Louise, and their son Rodney—a recently returned veteran of several years' service in the navy. The firm employs 16 women and four men. Facing a pine-shaded main highway close to the base of Mount Rainier—a district considered one of the most scenic on the continent—, the factory was erected with the thought in mind of enhancing, if possible, that beauty. Modern equipment, fluorescent lighting, and utmost sanitation characterize its operations.

At the Stone plant, the candy mix, after cooking, is poured on a self-designed cooling slab, which heats and/





RUSSEL O. STONE (upper left) holds one of his giant size canes. Mrs. Stone (lower left) supervises the packaging room while Rodney Stone (lower right), here helping pour a batch on the cooling table, has charge of spinning.

or cools in four minutes. It then passes to the four spinning tables supervised by partner-son, Rodney Stone. Russell Stone himself takes active charge of the molding and is assisted by one man and four girls.

In the packaging room, where the canes receive wrappings so vital to their success, 11 girls work under Mrs. Louise Stone. From spindled rolls of cellophane, the canes are tightly wrapped in spiraling transparent cellophane and adorned just below the handle with a huge wine-colored bow of the same material. They are then carefully tied into boxes lined with white corroflex. Only one "Giant" or "Medium" is placed in a box. "Smalls" go two dozen to a box, and "10-centers" four dozen to a box.

During an average day, 650 "Giants" are made and packaged. In numbers, production increases in about the same ratio as the size being made goes down.

Company prices are carefully gauged to allow a working margin of profit for jobbers of 33 per cent. The "Giants" retail at $1.50 each; "Mediums" at 75 cents; and "Smalls" at 35 cents.

A candy maker since 1929, Mr. Stone found shipping the canes his greatest problem. Olympia is not only the capital city of Washington, but it also has the distinction of being one of the few cities of 50,000 or over without rail facilities. Forced by necessity to patronize truckers, Mr. Stone made a hobby of studying the methods and personalities of those with whom he came into contact. By 1935, whn he decided to specialize in candy canes, he had established a friendly business relationship with a number of trucking concerns which seemed to value his patronage to the extent of really wanting to help make his new venture a success.

So well has this relationship worked out, that now in every month excepting June, July, and August the company's entire output is delivered through truck jobbers—moderately small haulers who respect the word "Fragile." By picking up the canes at the plant itself and delivering them store to store, the method brings breakage to an absolute minimum and also eliminates the hazards of warehousing. In June, July, and August—when normal temperatures provide a reasonable guarantee against breakage—the Stones make distant deliveries in the company's own sealed-body truck. The truck, a GMC especially adapted for the purpose, loads 2,000 of the single-packed "Giant" canes from stock that has been built up in their own thermo-controlled warehouse over a nine-month period. These are the long hauls.. The truck delivers to customers in Idaho, Montana, Utah, Nevada, and California.

Emil J. Brach

EMIL J. BRACH, who developed $1,000 of original capital into the multi-million doller E. J. Brach & Sons candy firm, of which he was president, died October 29 in his apartment at the Webster Hotel in Chicago.

Mr. Brach's death at 88 years of age brings to a close one of the most inspiring careers in the candy business.

Born in Schoenwald, Germany, Mr. Brach came to the U.S. with his parents at the age of seven. His family settled in Burlington, Iowa, where his father was engaged in the mercantile business. At 12 he started working in a local trunk factory and received most of his schooling after working hours. At 13 he studied at the Burlington Iowa Business College and paid for his tuition by doing janitor work.



EMIL J. BRACH, who died recently in Chicago, was the founder of E. J. Brach & Sons and the inventor of confectionery processes and cooking equipment similar to that used in restaurants today. Mr. Brach, who was 88 years old at the time of his death, was active in the confectionery industry for over 80 years. Starting with $1,000 in 1904, he built what is today a multi-million dollar business and one which, under the direction of his sons, Edwin J. and Frank V. Brach, is still expanding.

Before he was 20, Mr. Brach was placed in management charge of a combination restaurant and confectionery store, where he invented a coffee boiler and other cooking equipment similar to that used in restaurants today.

In 1880 Mr. Brach moved to Chicago and became a candy maker and salesman. Prior to 1896 he established a route and sold candy to drug, grocery, and confectionery stores and also made an investment in the Dreibus-Heim Company, a candy manufacturing firm. In 1896 he became general superintendent for the Dreibus-Heim Company, a position he occupied until 1904.

With $1,000 capital in 1904, Mr. Brach opened a small candy kitchen in Chicago on North Avenue and Townsend Street. His two sons, Edwin J. and Frank V. have been associated with him since the business was founded.

In 1905 Mr. Brach developed an ingenious method of conveying an induced gas flame without interruption to the bottom of a tilting candy kettle. He also developed a machine for chocolate dipping "taffy-on-a-stick." Later Mr. Brach originated and perfected a machine which became known as the Brach Hard Candy Cutter and Conveyor. This has been extensively used in America and in Europe.

After two years of pioneering with panned caramels and other specialties, Mr. Brach knew he had discovered a secret for developing a large candy business. During the next 10 years, four moves were made—each time to a larger plant to take care of the increased demand for his candy. In 1921 his firm had five seperate factories on the north side of Chicago. In 1922 these were moved to the present location at 4700 West Kinzie Street, to which many additions have been made. At present the firm employs over 2,000 persons and utilizes approximately 600,000 sq. ft.

In 1943 the firm was awarded the Army-Navy "E" flag and became one of five companies in the nation's confectionery industry to be so honored. In 1944 a "White Star" was also awarded the firm.

Mr. Brach moved with Mrs. Brach to St. Petersburg, Florida, and his two sons handled management problems of the company. Until he died, however, Mr. Brach remained as president. He always maintained a keen interest in the candy business and his employees, and he returned regularly each year for a long visit with his sons and daughter and employees of the Brach organization.

Mr. Brach is survived by his widow, Mrs. Marie Hult Brach; his two sons, Edwin and Frank; a daughter, Mrs. Frank Kroth; 9 grandchildren; and 5 great grandchildren.

How to Use Milk Products in FUDGE AND CARAMEL

By WALTER L. RICHMOND

Plant Superintendent, D. Goldenberg, Inc., Philadelphia

FUDGE AND CARAMEL are closely related from a taste standpoint. The cooked milk flavor that predominates in both types of candy is their outstanding characteristic. Aside from their flavor relationship, their other characteristics are widely separated. The main component parts of fudge and caramel are milk, fats, sugar, corn syrup, and—at times—invert sugar.

Fudge belongs to the fondant family and depends on graining to give it standup quality. Caramel needs to be chewy and free from grain and depends on milk solids and fats to give it standup quality. There are also semi-grained caramels that depend on graining as well as milk solids to give them standup quality.

Composition of Milk Products

In the production of fudge and caramels a knowledge of the composition of milk products by percentage is important. A chart showing the "Average Weight and Composition of Milk Products by Percentage" is provided with this article for convenient reference. This information was obtained from supply houses and dairies that supply the confectionery industry and not from actual chemical analysis made by the writer. The figures are approximate but are accurate enough in the manufacture of candies. The following NOTES provide additional helpful information on the various type milk products:

Average Weight and Composition of Milk Products by Percentage

Kind	Butter Fat	Milk Solids (Not Fat)	Sugar (Sucrose)	Water	Approx. Weight per Gal.
Skim Milk	0	9	0	91 lbs.	8.6 lbs.
Whole Milk	3.5	8.5	0	88	8.5
12% Cream	12	7.8	0	80.2	8.5
20% Cream	20	7.1	0	72.9	8.5
25% Cream	25	6.7	0	68.3	8.45
30% Cream	30	6.2	0	63.8	8.4
35% Cream	35	5.8	0	59.2	8.35
40% Cream	40	5.4	0	54.6	8.3
Evaporated Whole Milk (In Tins—See Notes)	8	20	0	72	9
Sweetened Skim Condensed	0	28	43	29	11
Sweetened Whole Condensed	8	20	41	31	11
Dry Whole Milk Powder	27	71	0	2	
Dry Skim Milk Powder	1	97	0	2	
Water	0	0	0	0	8.3

NOTES: Unsweetened evaporated milk in tins is heated. This heating thickens the milk and darkens the milk sugar, which gives it a rich creamy appearance.

Plain evaporated milk that comes from the dairy in 10 gallon returnable cans contains about the same amount of solids as tinned

CHOCOLATE COVERED FUDGE

MADE WITH FRESH MILK

100 lbs. sugar
40 lbs. corn syrup
4 lbs plastic coconut butter
4 gal. fresh milk

Cook to 245 degrees. Add

12 lbs. liquor chocolate

Place into two copper kettles. To each kettle add

20 lbs. fondant (70 lbs. sugar —30 lbs. corn syrup. Cook to 246 degrees)
7½ lbs. hand roll type frappe
5 lbs. invert sugar
Vanilla flavor to suit requirements
2 oz. salt

Stir until batch is creamy. Pour onto oiled paper lined tables or slabs. Spread out and continue smoothing top of fudge with palatte knife until the glossy shine has disappeared and a velvety look appears. Pour on oiled paper lined slab. When batch has set up, cut half way through with fudge cutter knife. Next day cut into pieces large enough to fit stock trays.

Take down to chocolate coating room and remove paper. Break blocks apart and put on feed belt. Dip in good grade dark chocolate.

FRAPPE: Use a frappe made especially for hand rolled creams, containing three pounds egg albumen and at least 9 per cent invert sugar to 100 pounds of frappe.

THREE LAYER FUDGE

MADE WITH SWEET CREAM AND UNSWEETENED EVAPORATED MILK IN TINS

48 lbs. sugar
24 lbs. corn syrup
2 gal. water

Bring to boil and add *slowly*

1½ gal. 15 per cent cream
1½ gal. unsweetened evaporated milk in tins
¾ oz. ammonium carbonate (mix with milk)
2 lbs. dairy butter

Cook to 238 degrees. Add

½ lb. gelatine soaked in 1 qt. cold water

Cook to 238 degres. Let set about five minutes. Add

2 oz. salt
Pink color and strawberry flavor to suit requirements
8 lbs. fondant (proportions: 5 lbs. sugar—1 lb. corn syrup. Cook 240 degrees)

Stir until thick and good grain has formed. Pour onto tables or slabs lined with greased kraft paper. Pour fudge about ¼ inch thick. Omit color and flavor for *second batch*. Pour on top of pink batch.

To the *third batch* add enough melted liquor chocolate to color lightly. Pour on top of white batch.

When batch has "set," cut all the way through with fudge cutter knife.

Cut into blocks about 1 inch long and ½ inch wide. Next morning remove paper, break apart, and let set at least one hour before packing.

ITALIAN CREAM SQUARES

MADE WITH WHOLE SWEETENED CONDENSED MILK

40 lbs. fine sugar
30 lbs. corn syrup
16 lbs. sweetened whole condensed milk
½ gal. water

Cook to soft ball (238 degrees)

Pour into copper kettle. Cool about 10 minutes and add

20 lbs. fondant (2 lbs. sugar —1 lb. corn syrup. Cook 242 degrees)
Imitation vanilla flavor to suit requirements

Stir until fondant is fully incorporated into the batch. Pour on tables or slabs that have been lined with oiled kraft paper. Let set until firm. Mark with wet circular cutter knife. Next morning glaze with edible shellac. When shellac is dry, remove paper and pack as penny goods or break apart and pack in pockets of pails or cartons.

REMARKS: This is an old time low-cost penny item with a smooth texture and good eating quality.

MACHINE WRAPPED CARAMELS

MADE WITH FRESH CREAM AND UNSWEETENED EVAPORATED MILK IN TINS

60 lbs. corn syrup
30 lbs. sugar
8 lbs. hard cocoanut butter 96 degree
4 gal. 20 per cent fresh cream

Start batch with 2 gallons of cream. When batch thickens add the remaining 2 gallons. Cook to soft ball and slowly add

4½ large cans unsweetened evaporated milk
(See accompanying article about stabilizer. Use ⅓ oz.)

Cook to desired consistency. Add

1 lb. dairy butter

Keep steam on until butter is thoroughly mixed in batch. Test for consistency and add

6 oz. fine salt
1 oz. gelatine soaked in 4 oz. water

ADD: Flavor to suit requirements
Nuts if desired

milk. It is the color of liquid milk and is sometimes thickened by steam.

Either milk can be used if the solid content of the latter is known. Use the amount necessary, so that the solids content of this milk will equal the solids content of the tinned milk.

Evaporated milk in tins must contain not less than 25.9 per cent total solids (7.9 per cent of this must be butterfat) to meet government standards. Most evaporated milk contains a somewhat larger percent of solids than the U. S. Standard.

Soya Flour

Refined soya flour with a high fat content is often used to replace a part of the milk content of caramels. It does not duplicate milk in all respects but adds a milky taste and protein to the caramels.

Types of Milk

The type of milk to use is a matter of personal choice or is determined by the factory's cooking facilities. Some milks do not lend themselves to fire cooking.

Steam cooking is more satisfactory than open fire cooking, but the following can be open fire cooked with good results:

Fresh milk or cream
Unsweetened evaporated milk in tins.

Sweetened condensed milk must be steam cooked or scorching will result unless cooked on low fire and in a mechanical mixer.

Stabilizers

Used to impart smoothness to milk products. Use about one ounce to every nine or 10 pounds of milk solids (not fat) used in making the batch. Increase this amount if milk or cream is somewhat sour. Cream that was completely sour was used with ammonium carbonate and the finished product was as smooth as caramel made with fresh cream. Add to the batch when the milk is added.

STABILIZERS:

Ammonium Carbonate
Sodium Carbonate
Calcium Oxide

Method of Replacing Various Milk Products

The following formulae include the use of fresh milk or cream, unsweetened evaporated milk in tins, sweetened condensed milk (whole or skim), and powdered milk. If unable to obtain the milk that is customarily used, it is easy to change from one type of milk to another if the composition of the milk product is known. The chart above, showing the composition of milk products, will help in your determination. An example of how to use this information is given below:—

EXAMPLE: Formula calls for 30 pounds evaporated milk in tins. Suppose you are unable to obtain evaporated but can obtain sweetened condensed milk. The chart shows that evaporated milk in tins contains approximately 20 percent skim milk solids (serum solids), 8 percent butterfat. The amount of water it contains does not concern us at this time. Sweetened skim condensed milk contains 28 percent skim milk solids, 0 percent butterfat, 43 percent sugar (sucrose). To determine the amount of butterfat needed, multiply:

30 (pounds of evaporated used)
x 0.08 (percent of butterfat in evaporated milk)
2.4 = 2 4/10 pounds butterfat.

Determine the amount of skim milk solids needed by multiplying

THIS HIGHLY INFORMATIVE *article is the fourth of a series on candy manufacture and problems prepared exclusively for* THE MANUFACTURING CONFECTIONER *by Walter L. Richmond, plant superintendent for D. Goldenberg, Inc., Philadelphia. The complete series will later be published in book form by* THE MANUFACTURING CONFECTIONER, *as a complete reference volume.*

Mr. Richmond is one of the few remaining old-time candy superintendents and is well versed in the art of retail and wholesale candy making. In candy manufacture since 1906, Mr. Richmond incorporates in his writing years of practical experience and thorough familiarity with new developments.

30 (pounds of evaporated milk used)
x 0.20 (percent of skim solids)
6.0 = 6 pounds of skim solids

To determine the amount of sweetened skim milk to use, divide the amount of skim milk solids needed (6 pounds) by the percentage of solids in sweetened skim condensed (28):

$6 \div 0.28 = 21.4$ pounds.

If 21.4 pounds of sweetened skim milk is used, you will have 6 pounds of skim solids. You also have 43 per cent sugar in the 21.4 pounds sweetened condensed milk which equals:

21.4 pounds multiplied by . .
0.43 = 9.2 pounds sugar.

Next set up old and new formulae as follows:

Old	New
30 lbs. evaporated milk contains	21.4 lbs. sweetened condensed contains
6 lbs. solids	6 lbs. solids
2.4 lbs. fat	0 lbs. fat
0 lbs. sugar	9.2 lbs. sugar

So that the new formula will contain the same amounts of sugar, milk solids and butterfat that was used in the old formula, set it up as follows:

21.4 lbs. sweetened skim condensed milk
ADD: 2.4 lbs. dairy butter
SUBTRACT: 9.2 lbs. sugar from old formula

Improvement in Flavor

The flavor of confections containing milk products improves with age. This improvement of flavor is noticeable in one week and the improvement continues for a short period of time.

From the time commercial fudge and caramel are made until the time they are consumed, sufficient time will have elapsed to allow them to age and develop this change in flavor. To obtain the benefit of this improvement in flavor, all fudge and caramels produced for the retail trade should be aged at least one week before selling.

Fudge, chocoate-coated caramels, and wrapped caramels should be stored in stock boxes. Unwrapped standup caramels in pans should be stored in a cupboard large enough to hold a week's supply of caramels. The shelves should be about two inches apart and the cupboard equipped with a tight-fitting door. The improvement in flavor of the aged caramels will well compensate you for the time and material costs spent in its construction.

There are a few basic rules to follow in the manufacture of fudge and caramels. These are listed under their proper heading in the accompanying formulae.

Pour onto well oiled slabs. Let set until cold. Cut and wrap on caramel wrapping machine.

CHOCOLATE BATCH

60 lbs. corn syrup
30 lbs. sugar
12 lbs liquor chocolate
2 lbs. hard cocoanut butter

Rest of batch the same as vanilla caramel.

SEMI-GRAINED CHOCOLATE COVERED CARAMELS

350 lbs. corn syrup
150 lbs. C Sugar No. 8—10
15 gal. fresh unsweetened evaporated milk (total amount)
Add 5 gallons of milk to sugar and corn syrup

When batch thickens, add the remaining milk, 5 gallons at a time. Cook to 248 degrees. Add

1 lb. fine salt
300 lbs. fondant (195 lbs. sugar —105 lbs. corn syrup. Cook 248 degrees)
4 lbs. dairy butter
40 lbs. frappe No. 1½ (See remarks)

Mix well and cast into dry starch. Let set overnight. Shake out and machine dip in chocolate.

REMARKS: This is a satisfactory caramel to use in a low cost package or Xmas assortment. They have a short texture but are chewy.

NOTE: Evaporated whole milk in tins can be used if fresh milk can not be obtained. Use a stabilizer (approximately 3 oz.)

FRAPPE: Use a commercial frappe containing 1½ lbs. egg albumen (dry basis) to 100 lbs. frappe.

STAND UP CARAMEL

MADE WITH FRESH CREAM AND POWDERED CREAM

16 lbs. sugar
16 lbs. corn syrup
4 gal. 20 per cent fresh cream
⅓ oz. ammonium carbonate
1½ lbs. dairy butter

Cook to medium ball. Add

5 lbs. powdered cream mixed with water to make a thin paste

Cook to firm ball. Add

4 oz. salt
2 oz. gelatine dissolved in 6 oz. hot water
Flavor to suit requirements

Pour on oiled slab. When cool cut to desired size and place in wax lined paper pans or pack in wet wax paper cups.

REMARKS: This formula produces a caramel rich in milk solids and butter fat. A good caramel to use for retail trade or commercial home made style packages.

Scientific Research, Candy of Less Caloric Density Discussed by AACT:

Needs of Confectionery Industry

By SIMON O. SCHNITZER

Leaf Brands, Inc., Chicago

TWO GREAT NEEDS of the confectionery industry today are (1) fundamental scientific research instead of product development and (2) production of candy of the future with less caloric density to enable customers to eat more of it, Col. Charles S. Lawrence stressed in his address before the Midwest Regional Conference dinner meeting of the American Ass'n of Candy Technologists in Chicago.

"Science looks ahead," stated the colonel, who is commanding officer of the Food and Container Institute of the Armed Forces, U. S. Army Quartermaster Dept., Chicago, "and tradition looks behind. The confectionery industry, as well as other food industries, has been and is continuing to produce a product based on tradition. Tradition is a liability, not an asset; and research offers the modern, up-to-date solution to the problem."

Col. Lawrence indicated that tests conducted at the Institute for the Armed Forces reveal that candy being produced today is excessively rich, as a result of which it depresses the appetite quickly. He recommended moderately reducing the high caloric content, but still retaining the approximate color, flavor, and texture of present day confectionery. Such a step, he predicted, plus more attractive packaging for greater eye appeal, would be a means of easily increasing the per capita consumption of candy throughout the country, because consumers could eat more of it.

New "Candy" Ration

He discussed one particular research project of the armed forces which has the goal of developing a new type of liferaft ration which would smell like candy, look like candy, taste like candy, but which would contain a balanced diet of proteins, carbohydrates, and minerals. This piece, which approximates the size of a present day candy bar, would thus contain caloric density of such an amount that would not depress the appetite even after as much as one pound of it was eaten in eight hours. Col. Lawrence indicated the commercial production of products not so rich would certainly find new consumer acceptance in the confectionery field.

A special organizing committee that was appointed to counsel and direct the formulation of policy for the midwest group and which would also coordinate organization planning with other regional groups throughout the country included G. D. Belcher, vice-president in charge of overall candy production for Chase Candy Company, St. Louis, Mo.; Charles S. Brophy, production superintendent and plant manager, Williamson Candy Company, Chicago; Sue Cassell Stevens, chief chemist and director of research and quality control for Steven Candy Kitchens, Inc., Chicago; C. S. Brandenburg, plant superintendent, Nutrine Candy Company, Chicago; and G. Lloyd Latten, general plant manager, Schutter Candy Division, Universal Match Corp.

Hans Dresel, Felton Chemical Company, and a member of the research committee, Lehigh University Institute of Research, Bethlehem, Pa., gave a comprehensive report on the progress of the research program instituted by the university under the sponsorship of the Pennsylvania Manufacturing Confectioners' Ass'n. Mr. Dresel also discussed the 3-day production conference held September 8-10 at Lehigh University, which dealt with all phases of candy manufacture, ranging from the original research to the final packaging. [*An on-the-scene report on the PMCA conference appeared in the October issue of* THE MANUFACTURING CONFECTIONER.—Ed.]

Symposium on Methods

In the program finale, Simon O. Schnitzer, chief chemical engineer, Leaf Brands, Inc., directed a symposium on subjects pertaining to the scope of membership and the methods to be utilized in the accomplishments of AACT objectives. Dr. Stroud Jordan, American Sugar Refining Co., New York, was one of the participants in the discussions.

Attending the dinner meeting were:

David Hoffer, American Food Laboratories; Clarence E. Davis, Foote & Jenks, Inc.; W. F. Bronson, Ucopco Gelatin; Earl B. Leitner, Stein Hall Co.; Gerald S. Doolin, NCA; H. C. Darger, American Bulk Condensed Milk Association.

Theodore A. Sommer, Sommer & Waller; Morris Cushman, Leaf Brands, Inc.; C. E. Voogt, and Sue Cassell Stevens, Steven Candy Kitchens, Inc.; Don S. Greer and Fred H. Behn, J. W. Greer Co.; G. D. Belcher and H. B. Cosler, Chase Candy Co.; Walter H. Kansteiner and Walter H. Kansteiner, Jr., Walter Baker Chocolate Co.

G. F. Mehren and Paul W. Brna, Magnus, Mabee and Reynard; William A. Beich and Justin J. Alikonis, Paul F. Beich Co.; Frank P. Hanzelin, F. E. Garmore and G. Lloyd Latten, Schutter Candy Division, Universal Match Corp.; John L. Ocken, Walter H. Johnson Candy Co.; E. M. Miller and P. L. Pfeilsticker, Trudeau Candies, Inc.; J. E. and R. W. Ziegler, George Ziegler Co.; L. H. McClendon, Mars, Inc.

R. J. Iversen, E. L. Escher, O. W. Fay and C. S. Brandenburg, Nutrine Candy Co.; Charles Rimpila, Otto H. Windt, E. J. Brach & Sons; Harold P. Robish, Food Materials Corp.; F. D. Machon, Durkee Famous Foods; M. G. Weis, DeMet's, Inc.; Lawrence L. Wiseman and Bradley S. Dawes, Marco Flow-Master, Inc.

Hugo, Justin, and Robert Pulver, H. Kohnstamm & Co., Inc.; T. P. Mulryan, Cliff Williams, Jack Sevick, Jr., and Hugo Heller, Jr., Milprint, Inc.; Sam E. Kostelny, Central Soya Co., Inc.; R. S. Ruberg, American Maize Products Co.; Jack Friedman and L. Z. Haznaw, Florasnyth Laboratories; Dr. Eugene Friedman, Polak's Frutal Works, Inc.

Hobart J. Thurber Sr., and Hobart J. Thurber, Jr., H. J. Thurber Co.; John A. Kaoreman, Penick & Ford; B. J. Lurie, Lurie & Lurie; Mr. and Mrs. W. L. duBois, U. S. Army Quartermaster Food and Container Institute; C. S. Brophy and Rollie Rolleston, Williamson Candy Co.; W. M. Cochran and Frank Buese, Queen Anne Candy Co.; P. J. Klein and William R. Holtz, The Cracker Jack Co.; H. A. Bendixen, W. M. Krafft, Don Buhrer, and George E. Corson, Clinton Industries.

How to Sediment Test CONDENSED MILK

By C. A. DAY

Superintendent, The Bennett Creamery Co., Ottawa, Kansas

SKIM MILK as it comes from the factory separator shows a clean white filter pad. If foreign sediment appears in the finished product, such matter was introduced somewhere along the flow in processing. Sediment tests on sweetened condensed milk show much more foreign matter than unsweetened condensed milk.

Whole milk should be filtered or clarified before condensing.

Sediment or *extraneous matter* may get into condensed milk from any of the following sources:

1.—(a) Poorly cleaned and poorly rinsed equipment, causing residue of sediment and milkstone from previous operations. (b) Open soldered joints and braces in the vacuum pan retaining accumulations of milk solids which become dark in color by action of alkali cleaners and drop down into milk. (c) Accumulation of milk solids entrained in top of pan and loosened by action of boiling milk.

2.—Rust and sediment from water and steam pipe introduced in hot wells and in super heating in the vacuum pan.

3.—Washing powders—one teaspoonful of different brands of these products dissolved in 6 oz. of filtered warm water indicates that many of these products contain a large amount of dirt.

4.—(a) Detergents, scouring powders, and abrasives should not be used for cleaning the inside surfaces of the dairy equipment. Some of these contain 50 to 75 per cent abrasives which are difficult to rinse away. (b) Scouring pads, steel wool, metal sponges, and brush bristles furnish particles which appear on sediment discs.

5.—Empty barrels can be a source of dirt and insects if bungs have not been in barrels before being filled. Rolling bungless barrels on sides can be a serious source of contamination. Our plant received barrels with 25 per cent of bungs out in transit. We requested the cooperage company to nail a butter tub fastener over the bung, which they are now doing. The barrels now have no bungs out. Some companies paste a strip of tape over the bung hole, plugs being shipped separately.

6.—Parts of insects and rodent hairs appearing on sediment discs are the most objectionable and cause the greatest trouble with the health department. The pests, if present in the plant, are apt to enter the equipment any time, either when it is empty or when milk products are stored in them, especially at night. The plant should be properly treated at all times for their riddance. There should be close daily inspection of the factory, equipment and products to detect their presence.

7.—Sugar sacks: The problem of emptying sacks of sugar into the hot wells of milk without conveying dirt, etc. from the outside of the sack has long been a problem to the industry. Brushing the outside of the sacks before trucking to hot wells will remove a large portion of this substance.

8.—Sugar: Sediment tests on this product indicate that it is a source of sediment as well as the sugar sacks. Only a few plants have considered the sugar itself as a source of sediment. Sediment test on this product, however, indicates that many sacks of sugar do contain large amounts of sediment such as black and brown flakes, lint, string, some metal, and occasionally what appears to be hair. This sediment in sugar evidently comes through its processing at the sugar mills. The presence of excessive and objectionable extraneous matter should be called to the attention of sugar suppliers. Some method of close straining should be installed between the hot wells and vacuum pan.

The Committee on Research and Quality Control of the American Bulk Milk Ass'n. has developed a method of grading condensed milk according to its sediment content by the use of the Association's same sediment standard that is used in grading the milk delivered at the factory intake. All determinations are based on one pint of the original milk.

Samples of the condensed milk are used which contain the same weight of milk solids as are contained in a pint of milk at intake. In the case of sweetened condensed whole milk, the basic amount is one pint of 4 per cent milk. In the case of sweetened condensed skim milk, it would be the skim milk derived from one pint of 4 per cent milk. In the one case the weight of total milk solids is the basis and in the other the milk solids not fat.

The formula for calculating the size of sample for both sweetened condensed whole milk and sweetened condensed skim follow:

Formula for Determining
Weight of Sample Required for Running
Sediment Tests on Sweetened Condensed Milk

SWEETENED CONDENSED WHOLE MILK

Composition 8% fat—22% S N F—42.5% sugar

Weight of sample required to be representative of amount of S N F in 1 pt. of 4% milk.

1 gal. 4% milk weighs 8.60 lbs.

$$\text{1 pint 4\% milk weighs } \frac{8.60}{8} = 1.075 \text{ lbs.}$$

4% milk contains 8.67% S N F

$$\text{Weight of S N F in 1 pt. 4\% milk} = \frac{1.075 \times 8.67}{100} =$$

.0932025 lbs.

1 lb. = 453.59 grams

Weight of S N F in 1 pt. 4% milk = .0932025 x 453.59= 42.28 grams

$$\text{Number grams of sample required} = \frac{42.28 \times 100}{22} =$$

192.2 grams.

1 gram = .03527396 oz.

Number ounces of sample required = 192.2 x .03527396 = 6.78 oz.

SWEETENED CONDENSED SKIM MILK

Composition 30% S N F—42.5% sugar

*Condensed from a paper presented at the recent annual meeting of the American Bulk Condensed Milk Ass'n.

Calculations for determining weight of sample of the condensed product that contains milk solids equivalent to one pint of skim milk skimmed from 4% milk.

1 gal. skim milk from 4% milk weighs 8.65 lbs.

$$\text{1 pint skim milk from 4\% milk weighs } \frac{8.65}{8} = 1.08 \text{ lbs.}$$

Skim Milk from 4% milk contains 9.04% S N F

$$\text{Weight of S N F in 1 pt. skim from 4\% milk} = \frac{1.08 \times 9.04}{100}$$

$= .097632$ lb.

1 lb. $= 453.59$ grams

Weight of S N F in 1 pt. skim from 4% milk $= .097632 \times 453.59 = 44.28$ grams

$$\text{Number grams of sample required} = \frac{44.28 \times 100}{30} =$$

147.6 grams

1 gram $= .03527396$

Number oz. of sample required $= 147.6 \times .03527396 =$ 5.21 oz.

The sample of condensed in each case is diluted with sediment-free water (filtered) and run through the standard sediment tester at milk intake. Comparison of these discs with those from the original milk and the filtered milk will denote any accumulation of extraneous matter during processing. The condensed milk can be classified according to sediment content by use of the Association's Sediment Standards for Raw Milk.

To determine the amount of sediment which might originate in the sugar used, the committee recommends weighing out a sample of sugar equal to per cent of sugar in the condensed milk. For instance, if a sweetened condensed milk sample weighing 147.6 grams is used, 42 per cent of this would represent the amount of sugar to test for sediment.

A water solution containing one pound of sugar is recommended if tests are to be run independent of the amount of sugar contained in the condensed milk. Sugar samples for testing should be taken from a larger composite sample of the sugar used in making a batch of condensed milk.

Conclusions

The sediment and foreign matter found in bulk condensed milk is introduced from the following sources other than in the milk as delivered by the milk patron:

1.—The equipment.
2.—Rust or other extraneous matter in water or in steam pipes.
3.—Cleaning compounds.
4.—Detergents and abrasives.
5.—Empty barrels and cans.
6.—Insects and rodents.
7.—Sugar sacks.
8.—Sugar.

Efficient straining and filtering of milk during processing will determine the presence of extraneous matter and thus lead to its elimination. If necessary, a sample should be tested at the end of each step in processing in addition to testing the original materials used.

It is recommended that in running sediment tests on condensed milk for comparison purposes the sample used should contain the same amount of milk solids as was containd in a pint of the original milk. Based on 4 per cent milk at the intake, the sample of sweetened condensed whole milk would weigh 192.2 grams. For sweetened condensed skim milk it would be 147.6 grams.

Candy Merchandising At the Emporium



THE CANDY DEPARTMENT of The Emporium, San Francisco, sets new sales records with special displays planned by Edith Kollbeck (right), manager and buyer. With her are Hazel Heaney, assistant manager, and Melvin Sherman, Walter Baker representative.



HOOPER'S CHOCOLATES (above) are shown here in an Emporium display typifying Miss Kollbeck's practice of using every inch of counter space to sell. Sales girls (below) boosted sales by passing out samples to customers in vicinity of this display.





THE Manufacturing RETAILER



How to Cut Down Cash Register Mistakes

By HOWARD SNYDER

Snyder's Candies, Fountain Service, Lunches

BECAUSE I WANTED to make change at our cash registers more accurately, I kept a journal of all the errors made at our registers by either *cashier or customer* for some months. From this journal I have learned many useful ideas about properly making change at the cash register. So that manufacturing retailers may train personnel in their candy shops on how to avoid similar mistakes and how to eliminate costly errors, the following suggestion list has been prepared as a result of my study.

1.—If the cashier discovers while passing out change to the customer that she has made an error, it will be better for her to take back *all* the change passed out and begin all over again, rather than try to correct the error while she holds a part of the change and the customer holds a part of it.

2.—Suppose the purchase is $1.50 and the cashier rings up only $1. It will be wrong for her to then ring up 50 cents. Let her have the erroneous cash register receipt voided and then ring up the sale properly. But one cash register receipt should be given to a customer for a single sale. The same holds for an over ring also.

3.—Suppose the customer has made purchases to the amount of $1.78 and presents a check for $7.89 in payment. Our inexperienced cashiers would reach for a pencil and paper in a case like this before we become error conscious. No need of schoolgirl arithmetic in a transaction like this. Begin with the purchase. $1.78 and 2 cents make $1.80 and 20 cents makes $2." Let the cashier emphasize the $2, for it is the first total. All totals should be emphasized. Thus far the cashier has counted coins. Now let her count bills to the $7 point; and then let her count coins again. It is very easy when done this way.

4.—A number of errors were recorded wherein the cashier passed out too much money and the cause was found to be bills sticking together. This almost always happened when brand new currency was used. Let the cashier turn down a corner of each new bill and it will not stick to other bills. Also, a number of errors were recorded by way of too much money passed out, and the cause was found to be the fact that the cashier had mixed denominations in the till. Never must a $10 bill be placed in the compartment of the till allotted to $1 bills; nor shall bills of any other denominations ever be mixed.

Hand Customer Change

5.—A good cashier hands the change to the customer, never slaps it down on the counter for the customer to pick up. In short, a good cashier is courteous.

6.—Let us not think the cashier makes all the errors. Customers make more errors at the cash register than do cashiers. The customer's most favored error is that of passing out a bill of smaller denomination than was intended and that is needed to make payment. Suppose Mrs. X has made purchases to the amount of $5.75. She has just heard the cashier announce this after checking her several small purchases. But Mrs. X's mind is not on making change as she fingers through the bills in her purse. Nevertheless, she presently

(*Please turn to page* 69)

2,000-Year-Old Syrian Candy Formulas Are Used by Hershewes in Dallas Shop

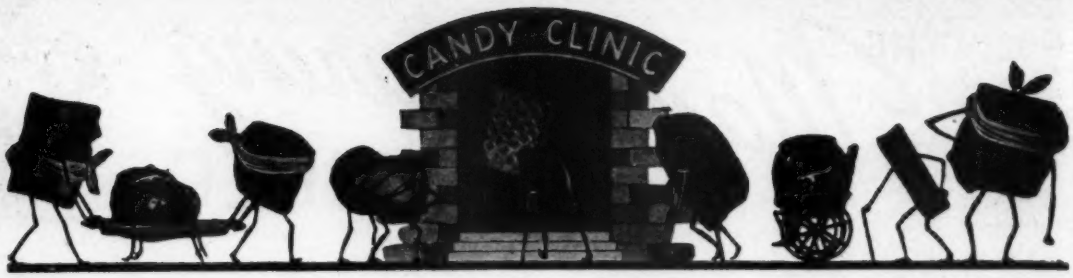
THE COLOR and romance of far-off Syria greet you as you turn off the busy streets of Dallas, Texas, into the Damascus Sweet Shop at 2506 McKinney Avenue. Established in October, 1945, by Sy K. Hershewe and his wife, Laureace Abaid Hershewe, the shop was modeled after the Damascus Sweet Shop in New York City owned by Mrs. Hershewe's father, and the only one of its kind in the United States.

Some of the recipes used in the Dallas shop are 2,000 years old, and part of the collection brought from Syria in 1891 by Mrs. Hershewe's father.

"We make over a hundred varieties of confections," Mrs. Hershewe says. "Prepared with goat milk, the sweets will keep fresh for a year, probably indefinitely. Honey is used exclusively for sweetening."

Many hours are spent in the immaculate kitchen behind the shop preparing such delicacies as Syrian Delight, honeyed baklawa, halawie, mechabeck, awamat, toothsome potato balls, and other Old-World confections. Attar of roses imported from Syria at $70 an ounce flavors the Syrian Delight. Sessamie seed from Syria give the peanut-like flavor to halawie. All candies are made by hand except Syrian Delight.

The Hershewes are at present in the throes of formulating expansion plans. They are seeking a new location for their thriving business, and when it is found, they will add a Syrian restaurant to their sweet shop.



THE INDUSTRY'S CANDY CLINIC

HELD MONTHLY BY THE MANUFACTURING CONFECTIONER

The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Some samples represent a bona-fide purchase in the retail market. Other samples have been submitted by manufacturers desiring this impartial criticism of their candies, thus availing themselves of this valuable service to our subscribers. Any one of these samples may be yours. This series of frank criticisms on well-known branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of THE MANUFACTURING CONFECTIONER.

Selected Best Candies of Year

CODE 12G47
Sugar Hard Candy Drops —11 ozs.—39c

(Purchased in a retail candy store, N. Y. C.)

Appearance of Package: Good.
Wrapper: Oval board container, tin top and bottom. Printed in red, blue, and white. Imprint of drops in colors.
Drops:
Color: Good.
Sugaring: Good.
Texture: Good.
Flavors: Good.
Remarks: The best drops of this kind we have examined this year.

CODE 12H47
Assorted Panned Candies —1 lb.—39c

(Purchased in a drug store in Chicago)

Appearance of Package: Good.
Wrapper: Cellulose bag printed in red and white. Attractive bag.
Colors: Good.
Panning: Good.
Finish: Good.
Centers: Good.
Flavors: Fair.
Remarks: The best assortment of this kind we have examined this year.

CODE 12K47
Molasses Caramel Sticks —½ oz.—1c

(Purchased in a candy store in Boston)

Appearance of Piece: Good.
Size: Good.
Wrapper: Wax paper printed in red and white.
Jacket: Good.
Center: Good.
Taste: Good.
Remarks: The best piece of this kind we have examined this year. Well made and good eating for a 1c piece.

CODE 12O47
Candy Corn—1 lb.—39c

(Purchased in a cigar store N. Y. C.)

Appearance of Package: Good.
Wrapper: Folding box, printed in blue, red, and white. Cellulose window.
Corn:
Colors: Good.
Texture: Good.
Taste: Good.
Remarks: The best candy corn we have examined this year. Well made and good looking.

CODE 11J47
Miniature Cherry Cordials 1 lb.—$1.50

(Purchased in a Department store in St. Louis)

Appearance of Package: Good.
Box: One layer type. Embossed white

Candy Clinic Schedule For The Year

The monthly schedule of the CANDY CLINIC is listed below. When submitting items, send duplicate samples six weeks previous to the month scheduled.

JANUARY—Holiday Packages; Hard Candies
FEBRUARY—Chewy Candies; Caramels; Brittles
MARCH—One-Pound Boxes Assorted Chocolates up to $1.00.
APRIL—$1.00 and up Chocolates; Solid Chocolate Bars
MAY—Easter Candies and Packages; Moulded Goods
JUNE—Marshmallows; Fudge
JULY—Gums; Jellies; Undipped Bars
AUGUST—Summer Candies and Packages
SEPTEMBER—All Bar Goods; 5c Numbers
OCTOBER—Salted Nuts; 10c-15c-25c Packages
NOVEMBER—Cordial Cherries; Panned Goods; 1c Pieces
DECEMBER—Best Packages and Items of Each Type Considered During Year; Special Packages, New Packages



Best Season's Greetings



Still of the Family of the Founders



SAVAGE BROS. COMPANY

2638 Gladys Ave. **CHICAGO 12, ILL.**

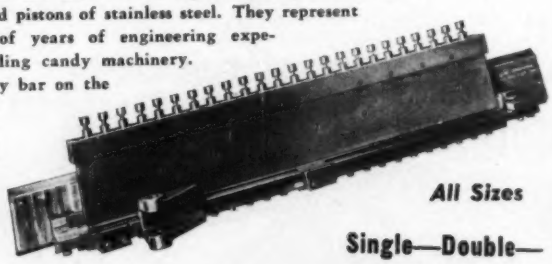
Here's Why **CANDY MANUFACTURERS TURN TO Mill River**

PUMP BARS

for • ECONOMY • EFFICIENCY • DEPENDABILITY

1 Mill River PUMP BARS insure better, faster and more accurate production due to precision workmanship and separate inlet and outlet valves.

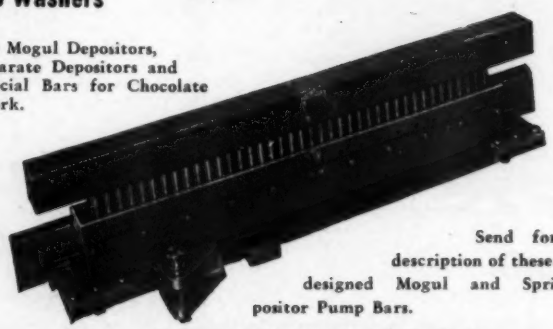
2 Candy flows freely from the tank *directly* into the pumps, thereby preventing clogging and assuring accurate weights. . . . These heavy-duty bars are made of the highest quality bronze with valve slides and pistons of stainless steel. They represent the outcome of years of engineering experience in building candy machinery. Superior to any bar on the market today.



Water Sealed Pump Bars
No Grooves
No Washers

All Sizes
Single—Double—Triple—Quadruple

For Mogul Depositors, Separate Depositors and Special Bars for Chocolate Work.



Write Today

Send for prices and description of these scientifically-designed Mogul and Springfield Depositor Pump Bars.

Illustrations show Single and Triple Bars

MILL RIVER TOOL CO.

A. L. BAUSMAN—ERNEST J. KEEFE
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FERBO FINE ART IMITATION FLAVORINGS

Create Captivating Taste

Straight Butter Flavor
92 Score Quality
Butter-Cream Flavor
High-Score Butterscotch Flavor
Caramel-Nut-Butter Flavor
Rum-Butterscotch Flavor
Fine Art Maple Flavor
French Tang Vanilla

Samples to the trade upon letterhead request.

FERBO CO., Madison, N. J.



paper. Large gold edged seal in center of box. Name in center printed in gold, green, and red. Cellulose wrapper.
Appearance of Box on Opening: Good.
Coatings: Dark and light
Colors: Good.
Gloss: Good.
Strings: Good.
Taste: Good.
Center: Cherries: Good. Cordial good but lacked a good cherry flavor.
Remarks: The best chocolate covered cherries we have examined this year. Suggest a good cherry flavor be used in the cordial.

CODE 12P47
Chocolate Taffy Pops —⅝ ozs.—1c

(Purchased in a candy store in Boston)
Appearance of Pop: Good.
Size: Good.
Wrapper: Wax paper printed in brown and red. Imprint of boy holding bat.
Pops:
Color: Good.
Texture: Good.
Taste: Good.
Remarks: The best 1c pop of this kind we have examined this year.

CODE 12D47
Panned Hard Candy Drops —no weight—1c

(Purchased in a grocery store in Chicago)
Wrapper: Printed cellulose bag.
Colors: Good.
Finish: Good.
Panning: Good.
Flavors: Good.
Centers: Good.
Remarks: The best 1c package of this kind we have examined this year.

CODE 12R47
Caramel Nut Chew —(about ¼ oz.)—1c

(Purchased in a candy store in Boston)
Appearance of Piece: Good.
Size: Good.
Wrapper: Wax paper printed in black.
Color: Good.
Texture: Good.
Taste: Good.
Remarks: The best 1c piece of its kind we have examined this year.

OTHER CANDY ITEMS

CODE 12J47
Mint Chews—2 for 1c

(Purchased in a candy store in Boston)
Appearance of Package: Good.
Size: Good.
Wrapper: Wax paper printed in green.
Color: Good.
Texture: Good.

(Please turn to page 47)

The BLUE BOOK

for Manufacturing Confectioners

FOURTH EDITION - 1948



Published by

The Manufacturing Confectioner Publishing Co.

400 WEST MADISON ST.
CHICAGO 6, ILL.

303 WEST 42nd ST.
NEW YORK 18, N. Y.

It's all here!

in One big, up-to-the-minute volume!

A dependable and comprehensive desk book for candy-plant purchasing executives. Listing every source of candy raw materials, supplies, and manufacturing equipment.

WHAT A BREAK for the candy-plant purchasing executive! No longer will he have to ask his secretary where in heck she filed that last circular from the Blank Chocolate Company, or what became of Smith's equipment catalog. No more fumbling through heaps of miscellaneous printed matter for information needed in a hurry!

Here, in one big, carefully indexed volume, he will find a complete and authentic listing of every source of confectionery production, candy packaging and merchandising, raw materials, equipment, and supplies!

This is the same kind of directory and catalog —but expanded and brought up to date—that *The Manufacturing Confectioner* compiled and published in 1947. No other Blue Book in this field has been published since.

It is time for a *new* BLUE BOOK—time to bring the whole subject up to date. This big job again is being done by *The Manufacturing Confectioner,* outstanding publication in the confectionery field for many years. This publication's reputation for fact-finding and for professional integrity is a guarantee of the thoroughness with which the job will be done.

Again this year, there will come from the presses one of the finest and most practical reference mediums ever devoted to the industry.

Key Men Will Consult It Daily

The BLUE BOOK will be distributed in conjunction with *The Manufacturing Confectioner,* which has a total monthly distribution of 3,000 or more circulation. A total of 3,500 copies will be printed—which will also enable us to supply each new manufacturer who enters the field during the lifetime of this edition with a copy for his personal use.

Gives Facts—Sells Goods!

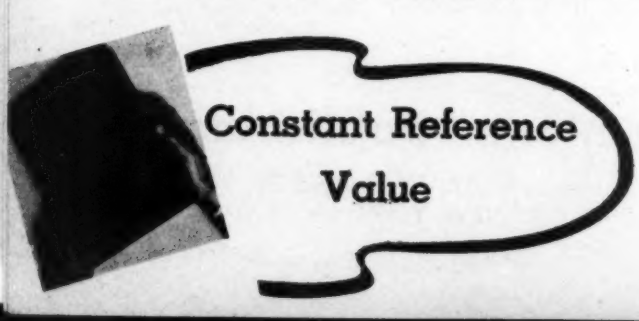
Above everything else, the BLUE BOOK is designed to be an indispensable reference aid to the manufacturer of confectionery—a complete source of information for the buyer of confectioners' supplies and equipment.

Listings of products under general classifications will be made free of charge—such representation in text matter *cannot be bought.* Information has been gathered by questionnaires to all available manufacturers and importers of confectioners' supplies and equipment; a complete list of the products they offer to the manufacturers of confectionery and chocolate will be found in the BLUE BOOK Master Index and under various descriptive headings.

But in addition, because the BLUE BOOK is a consolidated supply catalog as well as a directory, it will also contain catalog advertising.

Furthermore, supply firms have an opportunity to supplement their listings with a definition and brief description, in encyclopedia style, of their trade-marked products.

Thus, while the policy is to list sources of supply under each classification as completely as possible—irrespective of advertising patronage or any other consideration—progressive supply firms will have the rare opportunity of placing complete information about their products in the hands of purchasing agents who actually will be searching for that very information!



BLUE BOOK has three main divisions

● Aside from editorial sections containing pertinent information such as the provisions of the new Federal Food, Drug and Cosmetic Act, which pertain to the confectionery industry; confectionery sales; production and census figures—the BLUE BOOK, broadly speaking, contains three principal divisions:

(A) Directory listings; (B) index of trade names; and (C) condensed catalog of the leading suppliers to the manufacturers of confectionery. All this material, however, has been standardized, classified, and indexed (geographically and alphabetically) to constitute a boiled-down, practical working register of information from the supply field—a buyer's catalog file reduced to its essentials for desk use.

(A) Directory Listings

General directory listings will contain the names, under proper headings, of all available manufacturers and importers of confectioners supplies and equipment, whether their advertising appears in the catalog pages or not. Master index, trade-name index, and listings are compiled and published without charge.*

DIRECTORY CLASSIFICATIONS

Machinery and Equipment (including Packaging Machinery and Equipment)

Raw Materials

Packaging & Merchandising Supplies

Factory Supplies

Editorial Material

Differentiation, however, between advertisers and non-advertisers will be made as follows:

All listings of advertisers will be in bold-face type, with a line referring to their advertisement. Only advertisers will have their main and branch offices listed in the Geographical Index.

*NOTE: While every effort has been made to place our Registration and Information Questionnaire before all reliable firms in the confectionery supply lines, we cannot be held responsible for the omission of information regarding firms failing to respond to our inquiry or to take the initiative to register their products for our directory and information files. If you have misplaced, or not received, our registration blank, write for one today. Address: The Manufacturing Confectioner Publishing Company, 400 West Madison Street, Chicago.

(B) Index of Trade Names

Often the trade name of a product may be very familiar, but the buyer may have no knowledge of its owner—the manufacturer of the product. This index will connect up the trade name with its owner and also give an opportunity to supplement his listings with a definition and brief description, in encyclopedia style, of his trade-marked products.

The "encyclopedia" feature: Below is an example of the definition and brief descriptive copy allowed under each trade name. The trade name itself is free, but your own descriptive copy is charged for at the rate of $1.25 per line.

MILL-KEE SOLIDS—White Stokes Company, 3615 Jasper Place, Chicago, Illinois.

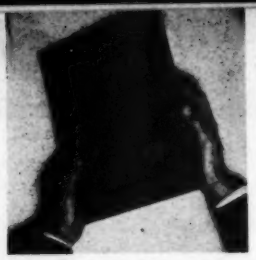
Miner's Cocoa Liquor — D. Ghirardelli Co., 940 North Point St., San Francisco, Calif.

MIROSET—**A dry, sharp fracture coating butter of high softening point. Ross & Rowe, 75 Varick St., N. Y. C. and Wrigley Bldg., Chicago, Ill.**

(C) Condensed Catalogs

This valuable feature enables supply firms to tie-in their catalog information with the products indexed in the directory listings. (See following page.) Catalog advertising will be placed as near the advertiser's listing as is practicable. The buyer thus gets a comprehensive impression of your concern, in addition to the essential information he seeks (regarding your products and services). He gets this impression from your catalog page close to the indexed directory listing of your product.





The man you want to sell picks up the BLUE BOOK—

and there's your advertising message!

Think what it would mean to any business man to be sure that his business card was automatically laid before the big purchasing executives in his market just at the instant they desired to buy the kind of product or service he has to offer! Not just once, or twice, but every time!

If, at the moment when the buyer is looking for a source of supply, right then and there he is told all about the good points of the product—quality, price, service that goes with it—the sale obviously is that much nearer consummation.

This is exactly what happens when display space appears in *The Manufacturing Confectioner's BLUE BOOK!*

No "Waste Circulation"

A modern, much-needed reference medium such as the BLUE BOOK has practically no "waste circulation"—every user is, by the very fact that he refers to the book, a prospective buyer of the goods listed and described therein. Your message meets the prospect at every point of contact. It gets squarely and unavoidably before him when he needs and wants information, at a time when, because he is consulting the reference medium, he definitely wishes to find this information.

This type of consolidated catalog obviously does not take the place of the individual general-line catalogs, but the contents of every catalog pertaining to the field in question should be indexed with supplementary descriptive matter in the consolidated catalog of the industry which it serves.

The BLUE BOOK will have a complete consolidated index of all individual items in confectioners' supplies and equipment, together with their sources of supply. This enables the buyer instantly to locate the suppliers without wading through a mass of miscellaneous catalog matter, not knowing whose literature to refer to first.

This complete universal index of all items used in the manufacture and distribution of confectionery will help manufacturing confectioners to check up on their own equipment, especially the new firms. Naturally, a manufacturer will value such a master index and convenient file of vital information; he will use the BLUE BOOK as a guide and first reference in collating further information preparatory to placing orders. He will also use it to discover *new sources of supply.*

* * *

If a buyer can find your condensed catalog, the essential information he wants, *in the same volume in which he finds your product indexed in the directory listings,* it is almost like having your salesman at his elbow! That's what catalog space in the BLUE BOOK will accomplish for you.

* * *

• A big, durable book — 8½" x 11"; more than 200 pages of pertinent information for the candy manufacturer.

• Bound attractively in a substantial stiff cover with sewed back.

• Indexed and cross indexed for quick, easy reference.

• Will have a guaranteed distribution covering every buying unit in the manufacturing branch of the confectionery industry in the United States and Canada, and, in addition, a representative foreign circulation.

THE MANUFACTURING CONFECTIONER PUB. CO.
400 West Madison St., Chicago 6, Ill.
303 West 42nd St., New York 18, N. Y.

Catalog-page Style of Copy Is Advisable

In preparing copy for the BLUE BOOK, it should be remembered that the basic purpose of reference media is to *inform* the buyer rather than to sell him. For this reason it is advisable to present the essential information in somewhat standardized form. The page should be a concise sales story of your company, product, or service —a condensed or abridged catalog with the name and address of the company at the top of the advertisement. Our Service Department will be glad to cooperate in the preparation of copy. If you want assistance, write to the Service Department of our nearest office, The Manufacturing Confectioner Publishing Co., 400 West Madison Street, Chicago 6, or 303 West 42nd Street, New York City 18.

RATES — 1948 BLUE BOOK

One page (7"x10")	$150.*	Colors: Standard red, extra	50.
½ page (7"x4¾, 3⅜x10)	90.	Inserts: 1 sheet, 2 sides	135.
¼ page (3⅜x4¾, 7x2⅜)	50.	(8½"x11") 2 sheets, 4 sides	185.

INSERTS: Inserts of actual samples of confectioners' papers, seals, labels, wrappers, foils, etc., will be allowed, if not much heavier than our regular run of paper in the packaging-materials section.



THE CANDY CLINIC

(*Continued from page 42*)

Flavor: Good.
Remarks: A good eating 1c piece.

CODE 12I47
Nougat Bar—1½ ozs.—5c

(Sent in for analysis No. 4532)
Appearance of Bar: Good.
Size: Good.
Wrapper: Glassine printed in yellow, blue, and white.
Coating:
Light: Fair.
Center:
Color: Good.
Texture: Good.
Taste: Fair, see remarks.
Remarks: A good eating bar. Center lacked a good flavor. Suggest a good vanilla be used to improve the flavor.

CODE 12M47
Panned Chocolate Drops
11 ozs.—39c

(Purchased in a cigar store, N. Y. C.)
Appearance of Package: Good.
Wrapper: Cellulose bag printed in dark brown and white.
Drops:
Colors: Poor.
Panning: Fair.
Finish: Fair.
Taste: Good.
Gloss: None.
Remarks: Suggest change in colors, or at least tone down the colors as they are too bright. When any type of confection is highly colored, it makes it look cheap.

CODE 12N47
Panned Peanuts—1 lb.—29c

(Purchased in a chain grocery store in N. Y. C.)
Appearance of Package: Fair.
Wrapper: Cellulose bag, printed paper clip on top.
Color: Fair.
Panning: Good.
Finish: Fair.
Center:
Peanuts: Soft.
Remarks: Not a good eating panned peanut. Suggest a printed cellulose bag to make package attractive.

CODE 12A47
Chocolate Covered Cherries
—1 lb.—$1.10

(Purchased in a drug store in N. Y. C.)
Appearance of Package: Good.
Box: Two layer type, full telescope. Printed in dark and light blue, and red. Imprint of cherry cluster in red and green. Blue striped paper wrapper.
Appearance of Box on Opening: Very cheap.
Coating: Light.
Color: Poor.

Honey

We Solicit Your Inquiries

FOREIGN COMMODITIES CORP.
100 Hudson St., New York 13
Telephone: WAlker 5-8288

CANDY TIED WITH Ribbons Means More Sales
Satin • Messaline
Patriotic and Novelty Ribbons
Rib-O-Net
Ready-Made Bows • Rosettes
Largest Stock in the Middle West
R. C. TAFT CO.
429 W. RANDOLPH CHICAGO 6, ILL.

Three important jobs your flavoring should do for you

PALATE APPEAL
Aromanilla

WHEN a vanilla has all the original flavoring qualities of the vanilla bean and carries those qualities in their original balance through the rigors of the oven, kettle or freezer to the finished product, it does three important jobs:

1. Complements, blends and develops the flavors of the other ingredients used with it.
2. Develops further in the finished product to a full-bodied, mellow flavor.
3. Attains just the right balance between taste and aroma—never a harsh overtone of any one flavor in a mix.

If your flavoring does all three, it creates that delightful taste sensation called "Palate-Appeal." Your customers reach for more—and build sales for you.

Why it doesn't always happen . . .

You can take the finest of vanilla beans—Mexican Vanilla Beans—and blend, dissolve and age them carefully. The result is a finely balanced flavor with all the properties of the beans. But it doesn't stay that way. It evaporates when the bottle is opened. It dissipates when exposed to extreme temperatures. Delicate flavoring solids of the bean escape faster than sturdier ones, and the flavor balance is lost.

Aroman'lla preserves the balanced flavor of the Mexican Vanilla Bean

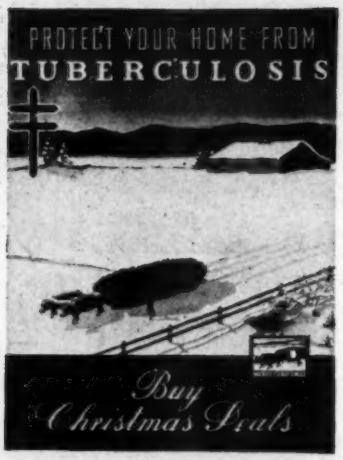
Aromanilla will not cook out. The volatile solids of the bean which dissipate under cooking or freezing temperatures are replaced with similar but more sturdy natural flavoring extracts. All the flavoring elements of the Mexican Vanilla Bean are restored and in balance. They stay that way all through your process and develop into a full-bodied flavor in your finished product.

Why not try Aromanilla now? We are so sure that it will help improve the taste of your goods that we are offering a trial supply with a money-back guarantee. Place your order and if, after using Aromanilla, you don't think it's better than any other vanilla flavor you have used, return the unused portion collect and we'll gladly refund your money.

TRIAL OFFER: I'd like to try Aromanilla under money-back agreement as explained above. Please place my trial order for:
1 pint concentrate (equals 2 gals. standard flavor) $ 8.00
1 gal. concentrate (equals 16 gals. standard flavor) $52.00

NAME _____ POSITION _____
COMPANY _____
STREET _____
CITY _____ ZONE ____ STATE _____

Aromanilla
Imitation Vanilla Flavor
6 VARICK STREET NEW YORK CITY 13
HELPING CUSTOMERS IMPROVE THE TASTE OF THEIR GOODS SINCE 1901



CAPITOL BRAND MILK PRODUCTS

MAKE BETTER CANDY

Spray and Roller Process Non-fat Dry Milk Solids, Whole Milk and Buttermilk Powder

Condensed Milk

FOR A DEPENDABLE SOURCE OF SUPPLY
WRITE
DAIRYLAND MILK
CORPORATION-ESTABLISHED 1933
996 RAYMOND AVE. ST. PAUL 4, MINN.

String: None.
Taste: Very cheap.
Cherry: Fair.
Cordial: None. All cream lacked flavor.
Remarks: We have examined better cherries at 75 cents the pound. Very cheap box for this price candy.

The Candy Clinic is your testing laboratory. Send in samples of your candy. They will be given a thorough analysis by an expert.

CODE 11K47

Chocolate Covered Cordial Cherries—1 lb.—$1.50

(Purchased in a department store in St. Louis)

Appearance of Package: Good.
Box: Two layer top. Extension top and bottom. Printed in red and gold. Imprint of cherries in red and gold. Cellulose wrapper.
Appearance of Box on Opening: Good.
Number of Pieces: 36.
Coating: Dark.
Color: Good.
Gloss: Good.
Strings: Good.
Taste: Good.
Center: Cherries.
Flavor: Poor.
Texture: Good.
Cordial: Poor.
Remarks: Cherries lacked flavor; also cream. Suggest cherries be soaked in a good cherry syrup and cream be flavored with a good cherry flavor. Suggest that acid or Invertase be used in cream to improve flavor.

CODE 10J47

Mint Pieces—4 ozs.—10c

(Purchased in a chain grocery store, N. Y. C.)

Appearance of Package: Good.
Size: Good.
Container: Printed cellulose bag in green, black and white. Neat and attractive bag.
Color: Good.
Texture: Good.
Flavor: Weak.
Remarks: Suggest again as much flavor be used. This type of confection should have a good strong flavor.

CODE 12Q47

Mint Chew—(about ¼ oz.)—1c

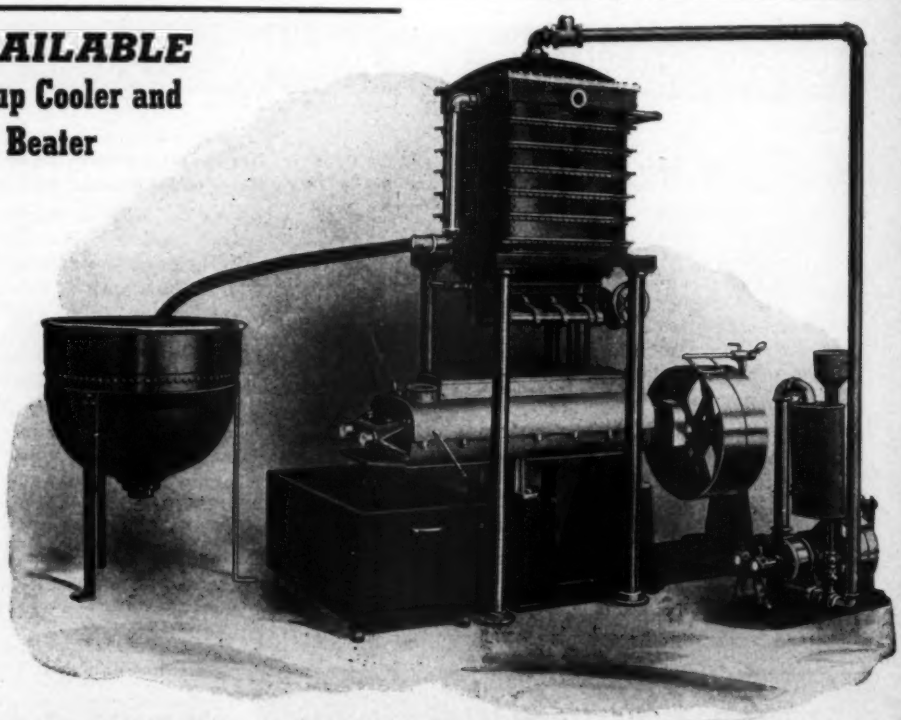
(Purchased in a candy store in Boston)

Appearance of Piece: Good.
Size: Good.
Wrapper: White wax paper printed in green.
Color: Good.
Texture: Good.
Flavor: Good.
Remarks: A good eating 1c piece.

AGAIN AVAILABLE
The Peerless Syrup Cooler and Snowflake Cream Beater

Equipped for vacuum lift, gravity feed, or syrup pump. For continuous production of fondant. Provided in any capacities. (Vacuum Type Shown.)

Makers of
The World's Finest
Fondant Machine



JOHN WERNER & SONS, INC.
713-729 Lake Avenue Rochester 13, N. Y.



Helpless Henry

THE BATCH SPOILER

IN AND OUT OF TROUBLE WITH

THE OLD TIMER

Why Batches Don't Work Out—Part II:

Troubles with Caramel

By THE OLD TIMER

WHEN JOE, THE OLD TIMER, entered the dressing room, Henry became very busy with something in his locker.

"How many batches did Henry spoil today, Old Timer?" one of the boys asked. "The way he's trying to hide behind that locker door looks kinda suspicious to me."

THIS "LOCKER ROOM" article introduces the second of a new series by the writer, who is plant superintendent for a leading firm. The series is being presented to show how various incongruities can spoil batches.

"He hasn't spoiled any," the Old Timer said, and then added, "as far as I know."

"You're darn right, I haven't spoiled any, Joe," Henry popped off. "Just because I had a little bad luck with those batches last time, these guys don't need to think I don't know how to make caramels.

"Okay, Henry," said the Old Timer, "we'll give you a chance to prove it. Let's hear you run through that stuff I told you about caramels yesterday."

"Well," said Henry taking a deep breath, "I learned yesterday about how the batch would scorch if you cooked a small batch of caramels in a large kettle. And if the batch has a lot of sugar in it, cooking small batches in large kettles will make it grainy. You gotta stop the stirrers, too, as soon as they fiinsh cooking or you'll grain 'em. Maybe they won't grain off right away, but after they're made for a while the grain starts to show up, Handling the batch too much after it's poured on the slab will grain 'em, too. Of course, if they have lots of corn syrup, those things won't make 'em grain off. Remember, before the shop was air conditioned the trouble we used to have with the caramels sticking to the cutter knives? The batches would get sticky and when they dried up they had a skin of sugar crust on top of 'em."

"Yeah, Henry, it was the sugar crust that made them stick to the cutter knives."

"And, Joe, I remember you told me about how the caramels would get sticky if you used acid scrap in 'em or maybe used too much corn syrup. And how they'd get sticky if you didn't use enough fat in the cheap caramels and you used to cook some flour or starch in the batch to help dry it up. They get sticky, too, if you wrap 'em too cold or if they're not completely wrapped, they'd get sticky in a store on warm, damp days."



"Just because I had a little trouble last time."

"Yeah, Henry and I remember how on hot, humid days you'd turn the water on the slabs before the batch was poured on. I thought you'd never learn that the moisture in the air would condense an the cold slab and the caramels would stick to the slab."

"I learned fast, Joe, especially after you started to crack me over the knuckles with your palette knife every time you caught me doing it."

"Now, what about caramels breaking up in the wrapping machine? What causes that, Henry?"

"That's an easy one, Joe. Cooking 'em too high or not using enough fat in the batch. How about the time I tried to make stand up caramels out of cream and they'd flatten out every time. So the next time I'd use cream with more butterfat in it but they'd still flatten out. That was before I learned that you had to use enough milk solids, not fat, to make 'em stand up."

"That's pretty good, Henry, but there are a couple of points you missed. When we were talking about the caramels sticking to the cutter knives you forgot to mention grained caramels, like lady caramels or Jersey caramels, sticking to the knives if you don't use enough fat in them. And you said about using starch or flour in the cheap caramels but you forgot to say not to add it too soon or the long cooking will make the caramels gummy."

"You're right, Joe," Henry said as he sort of puffed up and strutted around the locker room. "You know, for a young feller, you know quite a bit about making caramels yourself. Ho! Ho!"

Not having anything else handy, the Old Timer threw a shoe at him, but Henry had already ducked out the door.

LETTERS TO THE EDITORS

Polishes for Candy

Can you inform us as to what product can be legally used in Pennsylvania for polishing candies such as butter creams, etc. Hoping you will reply soon.

—Pennsylvania

REPLY: As far as we know, any glaze for candies which is allowed under the Federal Pure Food Law is usable in Pennsylvania. Accordingly, edible lac or gum benzoin cut or diluted with pure grain alcohol are the ones most frequently used for butter creams and certain pan goods such as burnt peanuts or burnt almonds with a rough finish.

Gum benzoin is rather dark in color and should be used only on goods that have dark colors, such as chocolate flavored butter creams.

The preferred glaze for butter cream work is the edible lac diluted to the extent that the finished product would contain one tenth of one per cent. However up to four tenths of one per cent has been used. This latter gives a rather heavy coating and our personal choice is the one tenth of one per cent glaze.

To get the full benefit from the use of glaze, the foods should be perfectly free of starch.

Dextrose

Have you any literature on dextrose you could send me? Has dextrose a tendency to sweat down and curtail shelf life when not chocolate covered?

—Pennsylvania

REPLY: Formulas using dextrose are usually designed for quantity output. Dextrose is less sweet than sugar, is less soluble than sugar and has some points in its favor for candy making. However we see no object in using it in smaller operations except in limited extent. We would suggest that you contact your corn syrup supplier for further information.

Certain dextrose candies will not alter their shelf life. In correct proportions dextrose candies will not sweat down. We would not advise you to make a dextrose cream or use dextrose in a coating. We can advise its use in certain types of candies, but, as mentioned above, it is used largely in quantity production formulas.

Pecan Rolls

We understand that you are in position to give us a formula for the manufacturing of pecan rolls and would therefore appreciate your early advice.

—Florida

REPLY: Log cabin roll: 60 lbs. sugar and 40 lbs. glucose. Bring this up to 270 F. and keep it cooking while you prepare other ingredients. Soak 1½ lb. egg albumen in 3 pts. of water. Beat this thoroughly and with the beater operating stir in the sugar-glucose mixture. Add 10 lbs. fondont, 15 lbs. dried fruit, and 10 lbs. pecans. When all this has been thoroughly mixed, pour out on slab and allow to cool. When cool, cut in strips.

Outside caramel: 25 lbs. sugar, 25 lbs. glucose, 3 gals. cream, 1¾ lbs. coconut butter. Cook this to a soft ball. Dip the nougat strips into the



caramel and then roll in chopped nuts (one variety or a mixture); or this may be rolled in coconut, plain or toasted. The finished rolls should weigh about 12 ozs.

Chocolate Syrup Formula

Can you give me a formula for chocolate syrup with and without milk for use in soda fountains.
—Palastine

REPLY: In answer to your request for a chocolate syrup formula we suggest:

1 lb. powdered cocoa
16 lbs. granulated sugar
6½ drams salt
2½ ozs. shredded gelatin
2½ oz. vanilla extract
Pinch of cinnamon if desired

Dissolve the gelatin in 10 pints of cold water. Heat to the boiling point (careful not to scorch). Add 15 lbs. sugar and stir until dissolved. Triturate 1 lb. of sugar with the cocoa and salt until thoroughly mixed. Then add to the hot solution. Boil for 10 minutes, stirring constantly. Strain while hot and, when cool, add the vanilla and other flavor if desired. If milk is desired in formula, it may be substituted for half of the water.

Chocolate Extenders

We wish to thank you for your Technical Director's report regarding extenders for chocolate, as this information may be very valuable to us. *—Australia*

Marshmallow Topping

Can you give us a formula for making an inexpensive Marshmallow Topping, suitable for Soda Fountain trade?

The trouble we find with our marshmallow is that although it will beat up fine, it sinks down considerably after being placed in the container. After standing for a while the Glucose settles slightly to the bottom. How an we overcome the sinking and settling of the Glucose?
—Maryland

REPLY: Our technical advisor has taken your problem under advisement. We will send the result of his findings to you immediately upon receipt. If you wish any additional information, please write again.

A helpful formula and instructions appear on page 68 of the November issue of THE MANUFACTURING CONFECTIONER.

Here's a Gift Sure to Please

This Christmas send your candy friends THE MANUFACTURING CONFECTIONER—the helpful, authoritative magazine for key candy plant personnel. Two years $5. One year $3.

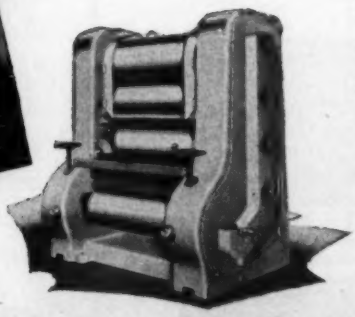


The Manufacturing Confectioner
400 W. Madison St., Chicago 6, Ill.

THE IMPORTANCE OF SOUND ENGINEERING



BROOKLYN BRIDGE completed in 1883 was the first of its type. It was for many years the longest suspension span in the world. That this venerable structure is still in useful service after 64 years bears witness to the soundness of its engineering.



Candy Manufacturers who have used Lehmann Chocolate Mills over the years will likewise testify to the engineering perfection they embody. In the long and trouble-free service they give and in the quality of the work they turn out under the heaviest of schedules, these superb Lehmann machines justify the care and knowledge that go into their making.

LEHMANN
THE STANDARD FOR QUALITY IN MACHINERY

J. M. LEHMANN COMPANY, Inc. MAIN OFFICE and FACTORY Lyndhurst NEW JERSEY

Confectioners Cheer

KRIST-O-KLEER!



Candies

☆ TASTE BETTER!

☆ LOOK BETTER!

☆ KEEP BETTER!

KRIST-O-KLEER not only improves the taste and texture of candies, but—

It also helps *keep* candies fresh until they are consumed.

Order now, from National's full line of KRIST-O-KLEER invert and partial invert sugars.



THE NATIONAL SUGAR REFINING CO.

NEW YORK & PHILADELPHIA, PA.

Technical Literature

Radio Frequency Heating

R. L. Stephens, Food Manufacture, Vol. 22, *No.* 4 (1947)—Heating of non-conducting materials, sterilization, and elimination of larvæ by radio frequency currents are discussed. A method for the dextrinization of starch products is also given.

Production of Citric Acid in Submerged Culture

E. O. Karow and S. A. Waksman. Industrial and Engineering Chemistry, Vol. 3, *No.* 7 (1947)—The submerged culture fermentation method has been applied to the production of citric acid. A strain of *Aspergillus wentii* has been found to produce citric acid with complete absence of oxalic acid. A definite balance of minerals in the medium and highly ærobic conditions are necessary. Sucrose, glucose, and cane molasses purified by various means can be utilized for the production of citric acid. Neutralization of a portion of the fermentation acid with calcium carbonate results in higher yields.

The Role of Anti-Oxidants in Flavor Problems

B. F. Daubert and Herbert E. Longenecker, Food Technology, Vol. 1, *No.* 1 (1947)—A summarization is given of some of the fragmentary information on flavor development due to oxidative reactions, including information on reactions in fats, soybean oil and dry whole milk.

THE CANDY BUYERS' DIRECTORY

THE NEW 1948 issue of this world famous CANDY BUYERS' DIRECTORY will appear soon and will bring to 10,000 volume candy buyers the sales messages of leading candy manufacturers all over the U.S. For telling America's volume candy buyers about your products, THE CANDY BUYERS' DIRECTORY is a money-saving, all-year-round, highly effective medium. For full information and advertising rates, just write:

THE CANDY BUYERS' DIRECTORY

400 W. Madison St. Chicago 6, Ill.

When changes in flavor of food are the direct result of oxidation nordihydroguaiaretic acid (NDGA), esters of gallic acid, particularly ethyl and propyl gallate, thiodipropionic acid and the tocopherols have proven of benefit.

Molecular Interaction in Proteins

Harold P. Lundgren, Food Technology, Vol. 1, *No.* 1 (1947)—Keeping quality is intimately tied up with the stability of numerous constituent molecular units. Besides their interaction with water, proteins undergo combination with carbohydrates, with lipids, with vitamins, and with a host of other molecules present in foods. Physical forces which operate on foods, which are discussed for the egg proteins alone in this article, will change the extent of mutual interaction among the various constituents, however small the quantity present, and these changes, in turn, may lead to subtle chemical reactions.

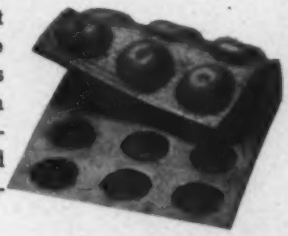
Sanitation Engineering and the Food Technologist

Milton E. Parker, Food Technology, Vol. 1, *No.* 1 (1947)—This article discusses briefly the food plant of the future, pest control in the plant, cleaning practices and sanitizing (asepsis). It is pointed out that the standards of sanitation which were adequate at the beginning of this century are no longer acceptable and that those which are considered adequate today probably will not be satisfactory a decade hence just as those now acceptable in some sections are not acceptable in others even today. The author concludes that sanitation engineering should be required to provide the basic principles so that understanding and practice be consistent with technical knowledge.

Voorhees Molds

The Modern Method of Casting Candy!

Voorhees Molds simplify operations.
Saves time and stops waste.



Made of the purest live rubber these molds are odorless and insure freedom from dust. They control moisture, and yield a better finished product.

Voorhees Molds are manufactured in all standard patterns or your own patterns and brand markings will be made to your order.

If your jobber cannot supply you, write us direct.

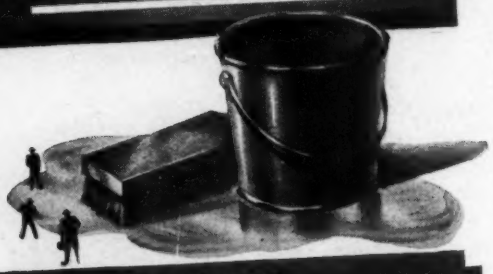
VOORHEES RUBBER MANUFACTURING CO., Inc.
151 EAST 50TH ST., NEW YORK 22, N. Y.

MERCKENS
QUALITY CHOCOLATE
COATINGS

THAT EXTRA SOMETHING THAT SETS OFF YOUR CANDIES
Is in the Chocolate Coating

Merckens Chocolate Co., Inc., Buffalo 1, N. Y.
BRANCHES AND WAREHOUSE STOCKS IN
BOSTON, NEW YORK, CHICAGO, LOS ANGELES

STRENGTH Without Odor!



WEST
TERAMINE
DISINFECTANT

For industries whose nature requires a disinfectant with unusual bactericidal powers *plus* lack of odor, Teramine is the *perfect solution*. This fully tested and guaranteed* disinfectant provides a phenol coefficiency of "20" against EB. Typhosa and of "28" against Staphylococcus Aureus (pus germs), and 7 against Escherichia Coli. Storing or freezing does not lessen Teramine's lethal potency. And it's economical too—you use only 1 ounce to 1 gallon of water.

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**As tested by the F.D.A. Method of the U.S. Department of Agriculture—circular 198.*

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CLEANSING DISINFECTANTS · INSECTICIDES · KOTEX VENDING MACHINES
PAPER TOWELS · AUTOMATIC DEODORIZING APPLIANCES · LIQUID SOAPS

CONFECTIONER'S BRIEFS

• **Pennsylvania Production Conference:** H. F. Dresel, chairman, has announced that the Second Production Conference of the Pennsylvania Manufacturing Confectioners' Ass'n will be held on May 20 and 21 at Lehigh University, Bethlehem, Pa. Additional information may be obtained from Harry H. Rohrer, P. O. Box 753, Lancaster, Pa.

• **Nutrine Candy Co.:** N. V. Diller, executive vice-president of the Chicago firm, reported net earnings, after taxes, of $1,040,171 for the nine month period ended September 30. This represents an earning of $2.60 a share on 400,000 shares of common stock outstanding as compared with earnings of $1.05 a share on the same number of shares for the corresponding period of 1946. Net sales for the 1947 period amounted to $4,612,735, an increase of $1,626,918 over the same period in 1946.

• **Topps Chewing Gum, Inc.:** "Topps National Sales Jamboree," a 12-month sales contest for jobbers and their salesmen, will award monthly prizes of automobiles, vacations in Bermuda, silver fox capes, television sets and many other prizes. The contest, which started in November, will wind up with home-stretch awards of $30,000 in cash.

• **Steven Candy Kitchens:** USO pins have been awarded to 33 members of the Steven Candy Kitchens, Chicago, in appreciation of their services at the Steven breakfasts and buffet suppers given at the Chicago USO, from October, 1943, through May, 1947. In all, 98 Steven employees were cited by the USO for helping to maintain high morale among the servicemen.

• **Arthur G. Goelitz:** Vice-president and a director of the Goelitz Confectionery Co., Arthur G. Goelitz died November 6 in Highland Park, Ill. Mr. Goelitz, who was actively associated with the firm for the past 30 years, was 54 years of age. He was the eldest son of the late Adolph Goelitz and a World War I navy veteran. His wife, a son, and a daughter survive.

• **Universal Match Corp.:** Schutter Candy Division of Universal has recently increased its radio advertising appropriation to include 30 spot announce-



BRACH'S Chocolate Party Mix will be the subject of the greatest advertising effort ever put behind a box of chocolates. Frank (left) and Edwin Brach (right) have announced.

ments weekly in ten major cities. Simultaneously, Schutter announced that it has launched the greatest book match advertising campaign ever undertaken. Upwards of one billion book matches carrying Old Nick and Bit-O-Honey advertising will be distributed during the next 12 months.

• **Bunte Brothers:** voted a special payment of 30 cents and the regular quarterly of the same amount. The company paid 50 cents extra in September.

• **Wilbur-Suchard Chocolate Co., Inc.:** "Wholesalers Are the Key Link in Your Distribution Chain" is the title of an interesting appraisal of distribution through wholesalers which was written by Arch Patton, vice-president of Wilbur-Suchard, and published in the November 7 issue of Printer's Ink Magazine.

• **Topps Chewing Gum, Inc.:** Topps Party Pak, a package containing 45 sticks of gum designed to retail from about 39 to 45 cents, was recently introduced to the food trade at the Super Market Institute Convention.

• **Beech-Nut Packing Co.:** A carload of Beech-Nut Strained Baby Food was presented by the company to the Friendship Train when it passed through Albany.

• **National Confectioners Ass'n:** NCA has recently announced that its 1948 convention and exposition will be held in New York City, June 20 to 25. Headquarters of the 65th annual convention will be at the Waldorf-Astoria and the 22nd Confectionery Industries Exposition will be held at the Grand Central Palace. Charles F. Haug, of Mason Au & Magenheimer, will serve as General Chairman. He

HOOTON 50th ANNIVERSARY 1897 - 1947

1947 starts our second 50 years

HOOTON CHOCOLATE

Our early ambitions were not to be the largest, but to supply quality chocolate to a limited number of customers, anxious for a dependable source of supply, plus a truly dependable product. We shall strive during our second 50 years to maintain our position of security with those who appreciate such effort.

Ice Cream - Confectionery - Baking

HOOTON CHOCOLATE CO.
Fine Quality Since 1897
NEWARK 7, NEW JERSEY



ROSS & ROWE, INC.
50 BROADWAY, NEW YORK 4, N.Y.
WRIGLEY BLDG., CHICAGO 11, ILL.



How to make Smoother, More Delicious Candies!

- **Chocolates and centers taste better, stay fresh longer *and cost less to make*, when you use VODOL in your formula!**
- **VODOL is a unique lecithin made from *corn oil*, and is considered by many of the world's foremost candy manufacturers to be superior to ordinary lecithin for emulsifying, stabilizing, and retarding spoilage.**

MAIL COUPON FOR FREE WORKING SAMPLE

Please send us technical data and working sample of VODOL, the corn oil lecithin.

Firm:.....

Address:.....

.....

Signed:.....

Welch, Holme & Clark Co., Inc

439 WEST STREET NEW YORK 14, N.Y.

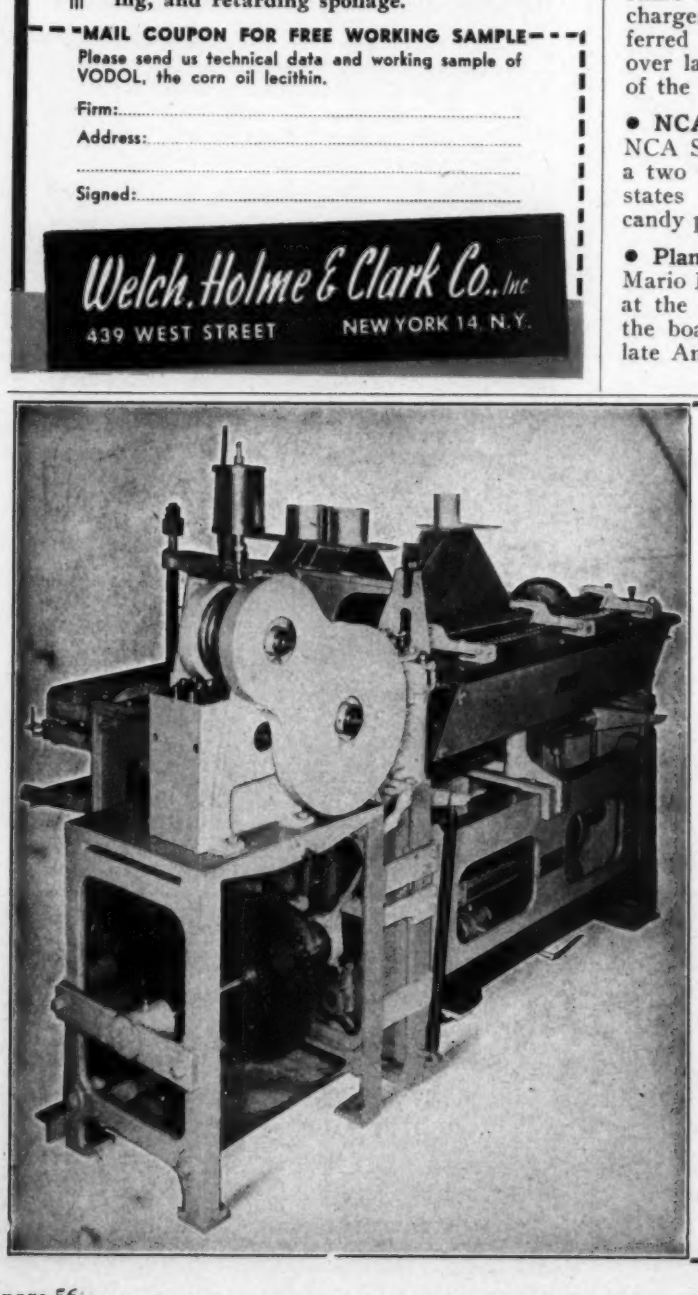
will be assisted by I. C. Shaffer and other committeemen who will be announced at a later date. David P. O'Connor, of Penick and Ford, Ltd., will again serve as chairman of the exposition committee.

• **Barricini Co.**: A candy castle, eight feet high and made of lollypops, gumdrops, chocolates and bon bons, will be exhibited by Barricini at the Merry Christmas Land Exposition to be held in Grand Central Palace, New York, December 20 to 28. The show, which will be open to the public, is being sponsored by the National Childrens Exposition Corp.

• **Chase Candy Co.**: In the quarter ended September 30, earnings, traded over-the-counter, on sales of $3.8 million were $471,147, or 87 cents a share on 509,939 shares of common after interest charges and provisions were deducted for preferred stock. This doubling of earnings and sales over last year is principally due to the acquisition of the candy division of Clinton Industries.

• **NCA Sanitation Program**: Gerald S. Doolin, NCA Sanitation Director, completed in November a two week tour of six Eastern and Southeastern states during which he visited NCA members' candy plants.

• **Planters Nut and Chocolate Co.**: The election of Mario Peruzzi as president was announced recently at the company's headquarters after a meeting of the board of directors. Mr. Peruzzi succeeds the late Amadeo Obici, whose partner he was in 1906



The Automatic Hard Candy Machine Model E

For producing all hard candies of spherical shape.

Balls

Kisses

Barrels

Eggs

Olives, etc.

One operator spins direct to machine.
Capacities 3000 to 10,000 pounds.
Our Model E incorporates all the developments of previous experience

There is no Substitute for Experience.

John Werner & Sons, Inc.

ROCHESTER 13, N. Y.

when the business was started. F. A. English was elected vice-president and will remain as secretary.

• **Hershey Chocolate Corp.:** Ezra F. Hershey, cousin of the late H. S. Hershey, announced recently his resignation effective January 15 from five offices in the Hershey organization, including treasurership of the Hershey Chocolate Corp. Mr. Hershey will retain directorship at the Hershey National Bank and Hershey Trust Co., and trusteeship of the industrial school.

• **National Peanut Council:** William F. Seals was recently elected executive vice-president of the Council with headquarters in Atlanta, Ga. Mr. Seals succeeds Modane Marchbanks and will direct the public relations and advertising work of the Council as well as the general activities.

• **Buckeye Candy Club, Inc.:** The annual Jubilee Dinner Dance Party of the Buckeye Candy Club was held November 15 in the Carter Hotel, Cleveland. The committee in charge of the party was composed of Jack Stanley, R. A. Johnson, Stew Butler, B. L. Robins, Walter Williams, Charles J. Beck and Fred R. Baker.

• **American Chicle Co.:** Phil Fink has been named as Western sales manager with headquarters in San Francisco. He succeeds F. J. S. Kelly who died recently.

• **Chicago Confectioners Ass'n:** A carload of evaporated milk was contributed by confectioners for hungry Europeans when the "Friendship Train" passed through Chicago recently.

• **United States Chewing Gum Co.:** A new plant for the manufacture of gum was recently opened at 365 Fifth St., Oakland, Cal.

• **Council on Candy:** An increase of 96 per cent in retail candy sales resulted when the Council recently installed display cards featuring a tie-in with their national advertising campaign in 11 stores in Evanston, Aurora and Geneva, Ill. By checking inventory stocks and deliveries, sales were measured for the



CANDY HATS, made of Julia Steven's candy, were highlights of a press luncheon to announce Chicago's Arden Shore Candy Ball. Sponsor of this year's event was Mrs. Walter Krafft, president of Steven Candy Kitchens, Inc.

P&S

nut flavors

absolutely tops in delicious nutty goodness are these P & S unmatched easy-to-use Imitation Concentrates! Order now!

COCONUT
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ENGLISH WALNUT
BLACK WALNUT
ALMOND
PECAN
BURNT ALMOND
PISTACHIO
HAZELNUT
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USE OUR NO-COST FLAVOR SERVICE
to solve all your taste and cost flavor problems

FOR FLAVORS AT THEIR PEAK
always buy

P&S

POLAK & SCHWARZ, INC.
667 Washington Street • New York 14

week before the cards were installed, for the week the cards were on display, and for the week after the cards were removed. Results showed that during the card display, average sales increase for the stores was 96 per cent and, even for the week after the card was removed, average sales were up 28 per cent.

• **E. J. Brach & Sons:** New Brunswick, N. J., has been selected as the site of the $4,000,000 plant to be constructed in the East. A 30-acre tract of land has been acquired and plans call for a series of one-story buildings. The company estimates that 2,000 persons will be employed eventually.

• **Hot Springs Candy Co., Inc.:** C. C. Bennett and M. V. Shill, of Dallas, and Tom Purvis, of Memphis, have been issued a charter of incorporation for their firm which is to be located in Hot Springs, Ark. Paid in capital was listed at $40,000.

• **Joe Franklin Meyers:** In line with a recently adopted policy of distributing through brokers, rather than selling directly to retail outlets, this Dallas firm has appointed Kessler Bros., San Francisco brokers, to handle its specialties in California, Washington and Oregon. Theodore and Sydney Kessler announce that they are placing the Meyers line with selected jobbers in their territory.



A. P. HODNETT is new general manager for Reymer and Brothers, announces George J. Cochran, president. Extension of Reymer's activities into the south middle-west and western sections of the U. S. are planned as part of firm's expansion program.

• **Wilson Candy Co.:** Ernest Wilson has announced the appointment of the Charles Leahy Sales Corp., San Francisco, as distributors of his Rarebit chocolate panned goods in Central California. A. Newberg Co., New York City, is distributor for the Wilson products in all states outside of California.

• **Bowman Gum, Inc.:** Warren Tingdale is named vice-president in charge of sales and advertising, announces J. Warren Bowman, president.

• **Loft Candy Corp.:** Mrs. Ruth Guido will manage Loft's new candy shop at 316 Wall St., Kingston, N. Y., says S. H. Berg, director of sales, advertising, merchandising.

These 3 Advantages of Oakite Steam Gun . . .

1. Combine heat, impact and detergency
2. Lift steam-detergent spray without pumps, motors, pressure tanks
3. Provide easy fingertip control of steam and Oakite solution.

. . Save Hours & Dollars On These 3 Cleaning Jobs!

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Technical Service Representatives in Principal Cities of U. S. & Canada

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Specialized Industrial Cleaning

FLAVORS by PENICK

CREATED to fill the needs of the Food, Beverage and Pharmaceutical industries, Penick Flavors are finished products of unexcelled quality, unusual strength and are economical in use. They are the reflection of many years of research and experimentation.

PENICK FLAVORS, through a step-by-step laboratory control system, retain their natural aroma and potency.

OUR laboratories will assist you in the solution of any flavoring problems you may have, or in the development of new flavors. No charge is made for this service.

Write for our new Flavor Catalogue.

The World's Largest Botanical Drug House

S. B. PENICK & COMPANY

Heartiest Seasons Greetings To All Our Friends

We sincerely hope that with the coming year conditions will be such that we shall be able to serve a greater and wider circle of friends.

COCOLINE PRODUCTS, INC

MANUFACTURERS OF

fine Cocoa Powders and Chocolate Coatings

40-20 22nd St. Long Island City 1, N.Y.

• **Confections, Inc.:** Floyd Gatewood, of the Floyd Gatewood Distributing Co., Indianapolis, headed a nation wide drive, November 10 to 22, sponsored by 1700 Snacks distributors. The two week campaign celebrated the sixth production anniversary of Confections' Chicago plant.



ROBERT C. HILL is the new manager of the National Confectioners Ass'n Washington office. He succeeds Harold O. Smith, Jr. Mr. Hill was formerly Clerk of the Senate Committee on Banking and Currency and, before that, was Vice Consul, U. S. State Department, assigned to Calcutta, India. During the war he served at U. S. Army headquarters at New Delhi, India as a State Department Representative with the rank of Captain.

• **F. M. Hoyt & Co., Inc.:** A gift of peanut butter and kisses is being sent to school children of Zuydzand, Netherlands, by this Amesbury, Mass., manufacturer. The gift will be delivered by Charles L. Bowlby who was awarded a ten-day trip to the Netherlands in recognition of the work he did in organizing and shipping relief to Zuydzand.

• **Charles A. Smylie:** The director, vice-president and secretary of the National Licorice Co. died recently at Riverside, Conn.

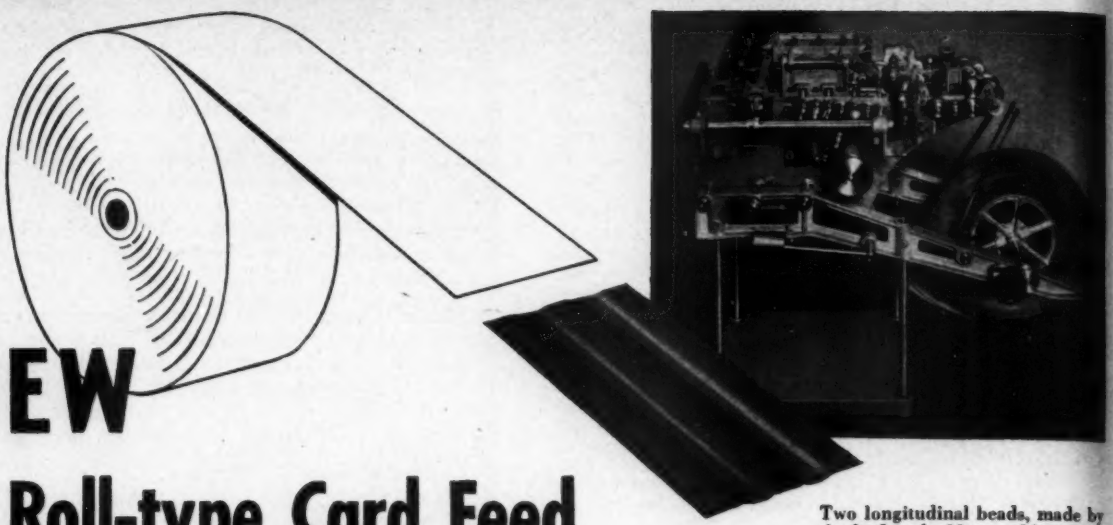
• **Department of Labor:** Average weekly earnings for production workers in the confectionery field during August were $38.76 for an average of 38.9 hours a week of work, according to revised estimates released by the Bureau of Labor Statistics. Average weekly earnings for all production workers in the nation's factories during August were $49.21 for an average of 39.8 hours a week of work.

• **Marcel Candy Corp.:** Marcel Rivera, president, has announced the acquisition of 30,000 square feet of manufacturing space in Astoria, Long Island. H. V. Henningsen, New York City, has been appointed national sales representative for the company's line of Drummer marshmallow products.

• **Bureau of Labor Statistics:** Government statistics for the month of August showed 54,800 production workers employed in the confectionery industry, an increase of 6,100 over August, 1946, and of 4,500 over July, 1947.

• **Confectioners' Round Table:** At the November meeting of this Chicago organization, Aron H. Levitas was moderator of a discussion on "Modern Trends in Box Candy." Speakers were Seymour W. Neill, of Mrs. Snyder's Home Made Candies; Herbert Knechtel, of Marshall Field & Co., and William Rahmig, of the House of Fine Chocolates.





NEW

Roll-type Card Feed

Saves you thousands of dollars

Two longitudinal beads, made by the feed, make 12-pt. or 14-pt. cardboard equal in stiffness to more expensive 18-pt. You save the difference in cost!



A recent development for the Model DF-1 Bar Wrapper

Rising costs are the rule today. That's why you'll especially welcome the impressive savings made by this new roll-type card feed . . . savings which run into thousands of dollars annually on material cost alone!

The roll-feed unit, which can be attached to any DF or DF-1 bar wrapper, cuts cards of a desired length from a roll of cardboard and feeds them to the wrapping machine automatically. A special mechanism, incorporated in the roll-feed, scores each card to form two beads which run lengthwise. This beading makes 12-pt. or 14-pt. board equal in stiffness to the more expensive 18-pt. You save the difference in cost—a four-figure saving on the year's output of a single machine.

But the savings do not end there. Since each roll runs for about 1¼ hours, less supervision is needed to operate the Model DF-1.

The roll-feed can be adjusted to produce cards of various sizes. And, if you desire, a folding and perforating mechanism can be substituted to form U-shaped trays.

Get all the particulars on the new cost-cutting Roll-type Card Feed from our nearest office today.

PACKAGE MACHINERY COMPANY
Springfield 7, Massachusetts

NEW YORK CHICAGO CLEVELAND ATLANTA DENVER
LOS ANGELES SAN FRANCISCO SEATTLE TORONTO

PACKAGE MACHINERY COMPANY

Over a Quarter Billion Packages per day are wrapped on our Machines



HARRY BROWN CONFECTION'S new package (above) is a lithographed, tin container, vacuum sealed. A metal key which is soldered to the bottom is used to open it.

THE ELMER CANDY CO. has redesigned their Heavenly Hash package. Greatest change is in the packaging material used. The new package (below) has a foil wrapper which is heat sealed and which gives the brilliant blue color of the package an attractive and eye-catching sheen.



Packages "Tailored" for Market

By PAUL K. CUNEO
The Manufacturing Confectioner

THREE NEW CANDY packages, from Harry Brown Confections of Tacoma, Elmer Candy Company of New Orleans and Holbrooke Candies, Inc., of New York, have joined the post-war package parade to further demonstrate how manufacturing canfectioners are taking full advantage of the latest packaging materials and methods to increase the salability of their goods.

Harry Brown Confections, makers of Almon Omega, Pecan Caramel Rolls and Pecan Parisian Creams, had such great success during the war with vacuum-packed candy that post-war plans were based on national distribution. Because of such ingredients as fresh butter in their candies, the company decided to continue with the vacuum pack.

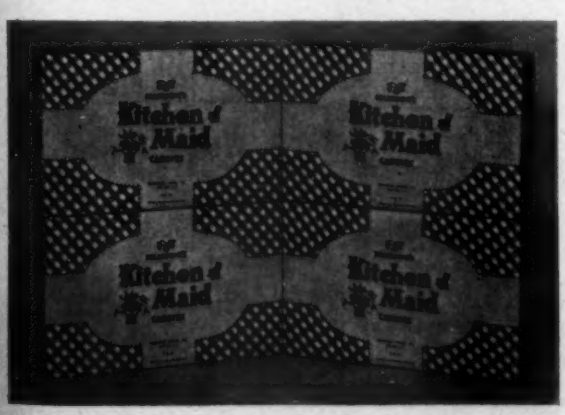
When these decisions were made, the designing problem was turned over to James Hastings, who has won several awards in Los Angeles Art Directors' Institute for creative design. The final choice of a motif to be used on all packages was the 167-year-old "tower" design originated by Josiah Spode for the English dinnerware which bears the Spode name. The company intends to continue the use of this design to the point of making it a trade-mark for their quality line.

The resulting package is an attractively lithographed tin container. The basic color is gold with the tower design in red for Almon Omega, in blue for Pecan Caramel Rolls, and in soft brown for Pecan Parisian Creams. Each piece of candy is individuallly wrapped in bright foil. For gift mailing, a brown cardboard outer container is used which continues the design motif by featuring a Spode tea kettle.

To achieve the national distribution through quality outlets which is their goal, the company has also planned a consistent advertising campaign which includes *Time, The New Yorker,* and *Sunset* magazines. In this advertising, the phrase "under the sign of the Spode plate" will be used to point out the distinctive design feature of the containers and to encourage people to recognize this design as the sign of something special.

The new package which is being introduced by Elmer's of New Orleans for their Heavenly Hash is the solution of a different type of packaging problem. The Elmer Candy Company, which celebrated its 90th anniversary several years ago, has for a long time specialized in producing candies which are reminiscent of the traditional South and of New Orleans. "Heavenly Hash," which is the registered trade-mark of the Elmer Candy Company, is a name well known throughout the country. As a result of this acceptance by the public, which has been built up during the more than 50 years in which this candy has been made, the introduction of a new package would call for a redesign of the old package without too much alteration, rather than a radical innovation which might make the package appear as something new on the market.

The old box used for Heavenly Hash was sky blue in color and the design was a combination of stars and



HOLBROOKE'S Kitchen Maid Candies are now packaged in a new box (left) which not only is attractive as a single unit but also is designed to be especially striking when presented in mass displays for retail trade.

clouds. In the new box the sky blue color has been retained and given added luster through the use of a foil cover, the stars along with the firm name appear in clean white and the name "Heavenly Hash" is in brilliant red. The company calls this particular package the "Freshpak" because the foil wrapper which is used as a cover is brought completely around the box and is heat sealed at the edges on the bottom and sides. By using this heat-sealed foil wrapper, the candy, which is made of milk chocolate, marshmallow and pecans, will be kept fresh much longer than it would with the old package.

By slight alterations in the design and by full use of better packaging materials, the Elmer Candy Company has transformed its Heavenly Hash package into an exceptionally eye-catching and distinctive package.

In designing the new package for Holbrooke's Kitchen Maid Candies, the problem was to create the atmosphere of a home-made type of candy in a design which would still be suitable for national distribution. Thomas D'Addario, the New York designer, achieved the desired atmosphere and went even further by producing a design which offers possibilities for eye-catching mass displays. By using a checked gingham background and four straight bands which flow out from the center, he created a design which lends itself to group displays and which also makes the individual box look large.

To gain a realistic appearance for the finished art work, the design was traced on linen and an experienced craftswoman was engaged to embroider it with colored yarn. This embroidered fabric along with an actual piece of gingham for the background was then photographed and the finished product was produced by lithography and embossing. As a result, the boxes, although made of paper and cardboard, have the textured "feel" of the original material. The colors used are red, yellow, blue and green.

INDIVIDUALLY PROTECTED CANDY

The ROSE EAGLE Plastic Caramel Forming and Wrapping Machine INDIVIDUALLY PROTECTS CANDY with colorful, attractive, neat wraps. Increases impulse-buying sales. Permits eye-catching, appetizing display *plus brand identification.* INDIVIDUALLY PROTECTED CANDY is unaffected by weather conditions—stays fresh longer. Hygienically protected from dirt, moisture and handling. The Rose Eagle forms, cuts and neatly fold wraps square or rectangular pieces at speeds *up to 500 per minute.*

USED BY THE COUNTRY'S LEADING CONFECTIONERS

Write the Rose Machinery Division for new circulars on this and other Rose Candy Machines





AMF **AMERICAN MACHINE & FOUNDRY CO.**
485 FIFTH AVENUE, NEW YORK 17, N. Y.

LABELS Y ORKVILLE

LABELS that look good
LABELS that stick
LABELS that are delivered on time
LABELS that COST LESS

Please make us prove it. Send us your label for quotation or we will design one for you (no charge).

YORKVILLE PAPER CO. Inc., 419-437 EAST 77 ST., N.Y. BUTTERFIELD 8-5300

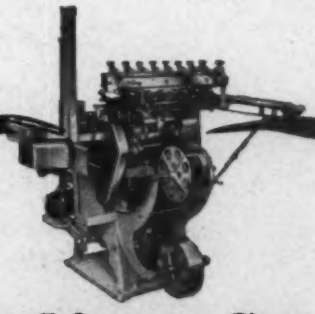


Dressed to Sell...

By WRAP-O-MATIC

Step up to any Candy Counter . . . see how easy it is to pick out the Wrap-O-Matic wrapped Candy bars, Biscuits and Cookies. Notice the neat, trim Wrap-O-Matic packages that seem to stand out with that "Buy me" appearance.

Wrap-O-Matic wrapping is economical too. You save as much as 75% in wrapping labor and as much as 35% in wrapping material. With a reasonable volume of business and the high speed Wrap-O-Matic wrapping up to 120 packages per minute, it doesn't take long for Wrap-O-Matics to pay for themselves. Why not enjoy profitable Wrap-O-Matic wrapping? Our engineers will gladly show you how Wrap-O-Matic can economically "Dress-to-sell" your Candy Bars, Biscuits or Cookies. Send samples and ask for illustrated literature.



WRAP-O-MATIC PACKAGING EQUIPMENT

For wrapping candy bars, biscuits, and cookies, Wrap-O-Matic is the most popular Wrapping machine in the Confectionery and Bakery field . . . a real tribute to the flawless wrapping by Wrap-O-Matic.

Lynch Package Machinery Corporation

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And many other features
400 W. Madison — CHICAGO 6

"M. C." BOOK REVIEWS

A Course in Confectionery. Vol. I

Ernest J. Clyne, 161 *pages,* 1946, $4.00. This book, by the editor of an English confectionery publication, is a very successful attempt to explain in understandable language the fundamentals of candy making. With this book as a foundation, the more technical books of methods and recipes will be much more understandable to the person who does not have wide practical experience in candy production.

Among the many terms explained and discussed are: sugar, invert sugar, inversion, crystallization, doctors, inversion by acids, effect of doctors, boiling methods, coke fires, gas fires, steam, vacuum boiling, continuous cooking, controlled grain, fondant, size of crystals, pulled work and many others. For the beginner in the art of candy making; for the person whose experience has been primarily in one branch of production, but who wishes to learn more or for any person who wishes to increase his knowledge of candy production, this book should prove very helpful.

Rebuilding the Sales Staff

Saul Poliak, 503 *pages,* 1947, $4.00. The author of this book has, according to his own words, "assembled from numerous sources what he considers to be the most substantial data about the techniques and philosophy of the selection and training of salesmen. Hence, this volume is a composite of the thinking and practice of sales organizations from diverse industries in all parts of the country." The subject matter covered includes recruiting salesmen, interviewing, reference checking, contracts, training fundamentals, gathering basis training material and

(*Please turn to page* 66)



FOR *Easter* SALES

NATIONAL Ribbons have the richness, the color, and the quality look that spell eye-appeal—and sales appeal! Better materials—in bigger variety: a large selection of staple qualities, every desirable choice of width. . . . For that extra something that draws extra attention and extra sales. Check your stock today!

Your Brand Colors are a National Ribbon Specialty

Mill: Central Falls, R. I.

NATIONAL Ribbon CORP.
Manufacturers of Fine Ribbons
General Offices: 444 FOURTH AVENUE, NEW YORK 10, N. Y.

Distinctive - Beautiful
METAL LITHOGRAPHY *for Cans*



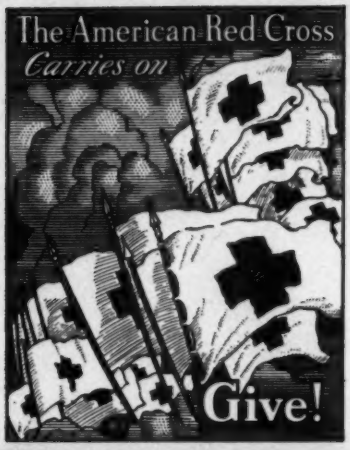
IS your present Metal Can satisfactory . . . does it have character . . . eye appeal . . . does it sell? All lithographed cans are not beautiful . . . you don't need beauty to sell lye or grease. You need strong, sturdy, vigorous design and color. But for confections, bakery goods, seeds or items that appeal to women, you'll want art and style, pastel colors and beauty. Whatever you want, Heekin color experts and designers are able to give . . . truly reproduced in the exact type of metal can you require. We invite your inquiries.



HEEKIN CANS

With Harmonized Colors

THE HEEKIN CAN CO. CINCINNATI 2, OHIO





training techniques and procedures. Although this book is primarily designed for men working with fairly large sales forces, there is still much material in it which could be of interest and value to anyone who selects and supervises salesmen.

Colloid Science

A Symposium, 208 *pages*, 1947, $6.00. Based on a postgraduate course sponsored by the Department of Colloid Science, Cambridge University, under the auspices of the Royal Institute of Chemistry, this book deals with disperse systems and gives interpretations of phenomena encountered in surface films and interfaces. Phases and phase changes in monolayers, multilayers, emulsion stability, adsorbed films at the solid-liquid interface, electrical double layer, structures of micelles, electrophoresis, fat metabolism, membrane equipment, identification of bonds and structural units by infra-red spectra are among the topics discussed in this volume.

Self-Service Food Stores

Carl W. Dipman, Robert W. Mueller and Ralph E. Head, 229 *pages*, 1946, $3.00. With the great increase in the number of self-service food stores and with the increasing amount of candy that is being merchandised through food stores, it is possible that the information contained in this volume may be of value to confectionery salesmen. Although comparatively little space is devoted to the actual merchandising of candy in self-service stores, the subject is treated. The main value of the book to confectioners would probably lie in the complete and illustrated exposition of problems to be met in merchandising through self-service stores.

Air Conditioning

Herbert Herkimer and Harold Herkimer, 692 *pages*, 1947, $12.00. *A* book for engineers and other workers engaged in air conditioning work. It provides all the required information on every phase of air conditioning: estimation, installation, supervision, service, etc. It reviews the laws of chemistry and physics associated with air conditioning and then goes on to the practical aspects of the industry, such as equipment, materials and costs. The Appendix includes a glossary of air conditioning terms and a listing of standard abbreviations and symbols.

Season's Greetings

TO ALL our customers and friends we send sincere Holiday Greetings and best wishes for a happy, healthy and prosperous New Year.

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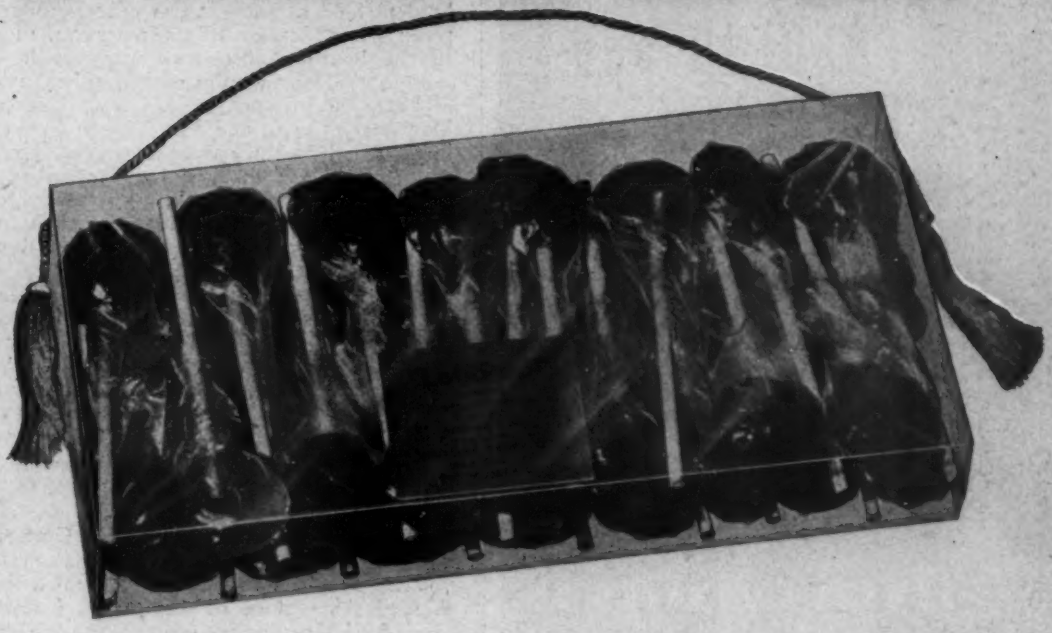


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You, too, will find that your most tempting confections do better in Vuepak. And not only does Vuepak add quality sales appeal to your product, it *preserves and protects it as well.* Vuepak is tough and greaseproof, stacks and displays well . . . a real premium material that will bring premium prices for your product. Yet, because of new, fast fabricating techniques, Vuepak is economical, too.

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Available in sheets up to 30" wide and continuous rolls 30" wide up to 1000 ft. long, depending upon thickness.

Thickness: six standard gauges 0.005" to 0.020".

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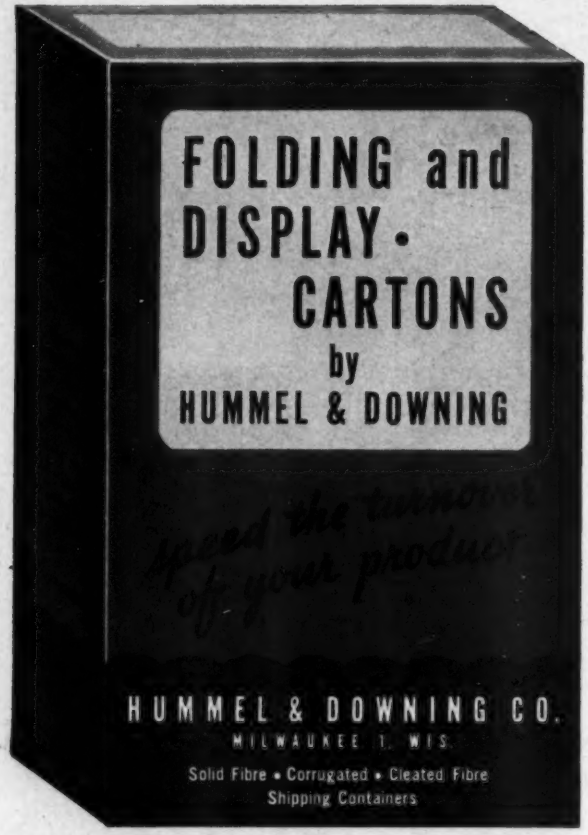
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PACKAGING SUPPLY NEWS

• **Lynch Corp.:** At a special meeting of shareholders held at the general office, Anderson, Ind., recently, ratification of the merger plan submitted to the board of directors was voted. The plan merges the four wholly owned subsidiaries, Wiley & Lett, Inc.; Lynch Mfg. Corp.; Lynch Package Machinery Corp.; and The Toledo General Investment Co., into the parent company, Lynch Corp., as of the close of business December 31, 1947. Henceforth Lynch Corp. will operate its five plants, two in Anderson, Ind., and one each in Marion, Ind., Defiance, Ohio, and Toledo, Ohio, as one corporation, but with three separate divisions: Glass Machinery Division, Par Compressor Division and Package Machinery Division. Executive and general offices will be at Anderson. There is no change in the directorate or executive personnel. T. C. Werbe, Sr., continues as president, M. H. Pendergast as executive vice-president and general manager, and J. L. Watts as secretary and treasurer. M. V. Girkins will be director of sales and T. C. Werbe, Jr., sales manager of the Package Machinery Division.

• **Shumann Equipment Co.:** Dick Cramer recently flew to Europe to supervise the installation of automatic bag making machines which have been shipped there. One of the largest installations to be made is that at the Ghent, Belgium, plant of the Societe Industrielle de la Cellulose, cellophane manufacturers and converters.

• **Diagraph-Bradley Industries, Inc.:** The latest edition of "Handy Helper," a guidebook for shipping rooms, has been published. A free copy may be obtained by writing Diagraph-Bradley, 3755 Forest Park Blvd., St. Louis 8, Mo.

• **Reynolds Metals Co.:** Robert Patterson, former Secretary of War, will become a member of the board of directors of the company.

• **Packaging Institute, Inc.:** Mason T. Rogers, president, has announced the appointment of Dr. Laurence V. Burton as executive director of the Institute to succeed Albin Dearing who has resigned. Dr. Burton has been editor for the past 17 years of Food Industries magazine.



PERCY P. MORNINGSTAR (right) has been appointed manager of the New England branch of Paisley Products, Inc. with headquarters in Boston. Sam Stewart (left) has been named to head the Paisley branch office in Philadelphia.

Change Making

(*Continued from page 39*)

hands the cashier a bill, intending it to be a $10 bill. In actuality it was only a $5 bill.

The cashier takes the bill, places it in the till, flips down the spring, and waits a moment for Mrs. X to hand her additional change. When Mrs. X fails to do this, the cashier again says pleasantly, "$5.75, please." An argument follows. And the worst of it is the fact that the cashier has no way to defend herself, for she has put the bill which Mrs. X handed her in the till and once in the till it is no longer Mrs. X's bill but just another bill in the till.

Let the cashier place the customer's currency on the shelf of the cash register and leave it there *in plain view* of all concerned until the transaction is completed in every way. If the customer is in error, all the cashier need do will be to hold up the customer's currency and remind the customer that it is the identical money just handed her and that it has not yet been placed in the till. There are never any arguments when the cashier follows this practice.

7.—Another favorite of the customer is that of handing the cashier a technically imperfect check. Let us first mention endorsements. If John Henry Jones makes his check payable to himself, passes the check to his wife, and she brings it to my store, it still must be endorsed by John Henry Jones. If he passes it to Tom Smith, then Tom Smith will have to be the second endorser.

Some checks and papers carry a very limited number of endorsements. A U. S. money order is such a paper. A cashier must know the *exact* manner of endorsements of a U. S. money order, or she must not accept any at all. The slightest error may cause rejection at the post office.

Next, a word about the *time* on checks. Some firms limit the time their checks may be held out. A check held out beyond the limit as expressed in plain letters on face of check is no good.

Some customers date their checks ahead. A pre-dated check is no good until the date indicated on face of check. Such a check must be rejected unless the manager wishes to extend credit until the date indicated on face of check.

The amount payable as stated in figures and the amount payable and stated in writing must be identical.

Erasures in the figures or the words stating amount payable cause rejections.

My customers have various other ways which they use for making their checks subject to rejection at the bank, but these mentioned above are their commonest methods.

8.—A good cashier does not run out of change in a busy hour. She anticipates her needs in this line. At a convenient hour in the afternoon she buys a sufficient amount of change with which to make up a change bag at close of business. This bag helps her the next morning before banks open. Likewise, a good cashier does not run out of paper in her cash register at a busy time. She checks the paper in the cash register at frequent intervals for safety.

9.—Once in a rare while, a customer hurries out of the store with his change and hours later hurries into the store again claiming that he has been short-changed. Usually this is to the amount of $5 or even $10. Under no condition must our cashier make good this alleged shortage because the customer lays claim to it. Let the cashier call the manager and have the cash register checked. This will prove the contention one way or another.

10.—Sometimes the customer doubts the total as reached by the cashier in checking several items. Always is it a mistake for the cashier to fail to recheck the different items for the customer. Let the cashier do this slowly and pleasantly, checking off one item after another and showing the checking on the cash register receipts to the customer. This is the way to send the customer away entirely satisfied. Satisfied customers come back. Customers who come back make our store prosper.



THE NATIONAL FOUNDATION FOR INFANTILE PARALYSIS

Wm. A. Camp Co., Inc.

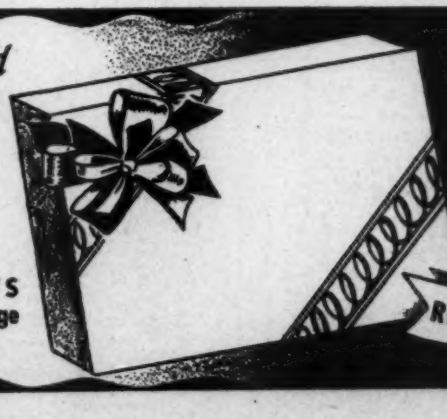
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And A Happy New Year!

In the year to come Penford Corn Syrup, Douglas Moulding Starch and Confectioners "C" Starch will continue to play a vital part in candy making.

The Penick & Ford New Year pledge is continued research progress and good cheerful service to confectioners.

We wish to take this opportunity of wishing all our customers continued success in the year 1948.

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SUPPLY FIELD NEWS

• **Polak & Schwarz, Inc.:** Executive Vice-President Louis Davids and Treasurer Charles DeVries, New York, recently returned from Zaandam, Holland, where they attended the first postwar international conference of the affiliated firms of Polak & Schwarz, Inc. New developments, technical advancements, expansion, and plans for the firm's anniversary in 1949 were on the conference agenda. Participating were members of the firm's main branches in Argentina, Belguim, Brazil, England, France, Holland, Italy, Norway, Sweden, Switzerland, and the U.S.



MEMBERS of Central, Chicago, and Detroit divisions (above) and of Mid-West, Southwestern, and Southern divisions of Oakite Products, Inc., attend recent technical sales conferences in Chicago and St. Louis.

• **Dodge and Olcott, Inc.:** Ralph W. Bush, secretary, has retired after 59 years of continuous service. Mr. Bush started working with the company June 27, 1888, immediately after he left school. During his years with the company, he started the insecticide division and was instrumental in the establishment of the perfume and flavor departments.

• **Harry L. Friend:** Inventor of a candy machine for producing cream centers, died last month in his Brookline, Mass., home. Mr. Friend was 75 years of age.

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New Curves

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1,500 ft. new Roller Conveyors, 18 in. wide, 2¼ in. roller, 4 in. centers.

New . . . Service Lever Lift Hydraulic Lift Trucks. Lowered height of platform, 7"x25"x48". 3" lift. 3500 lb. capacity. $125.00 Each.

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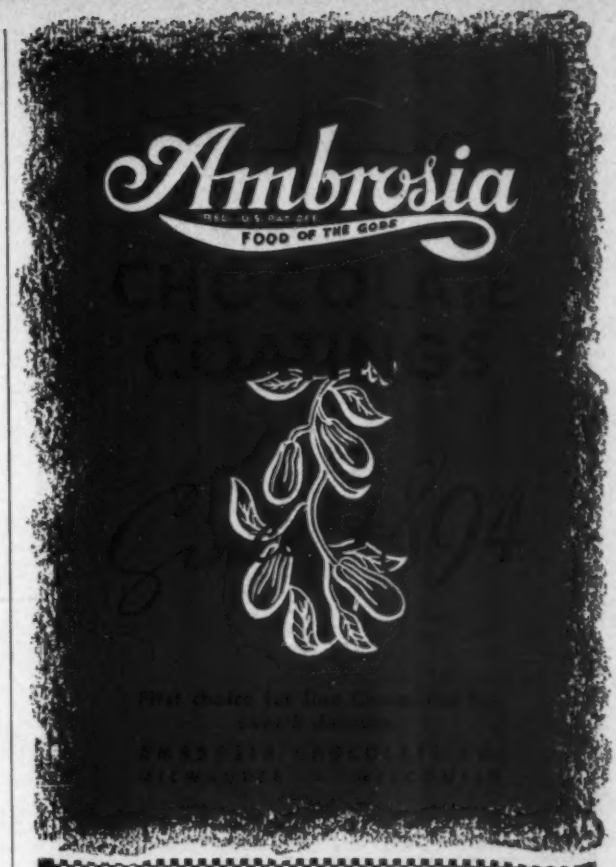
• **A. E. Staley Mfg. Co.:** An extra dividend of 40 cents and the regular quarterly dividend of 40 cents on the common stock, both payable December 8 to stock of record November 28, have been declared. Total dividends for this year are now $2 as compared with $1.80 for 1946 on the basis of present stock.

• **Ass'n of Cocoa and Chocolate Mfgs.:** The cocoa bean supply situation was discussed at a recent conference of the executive committee of the Ass'n and a special committee of the NCA held in New York City. An outline of the extensive research work being done under the sponsorship of the American Cocoa Research Committee was presented.

Robert H. W. Welch, Jr., of James O. Welch Company, Cambridge, Mass., acted as chairman for the confectioners committee, which consisted of the following: Charles F. Haug, Mason, Au & Magenheimer Conf. Mfg. Co. Brooklyn, New York; Herman L. Heide, Henry Heide, Inc., New York City; Louis L. McIlhenney, Stephen F. Whitman & Son, Inc., Philadelphia, Pa.; Theodore Stempfel, E. J. Brach & Sons, Chicago, Illinois; Russel Stover, Russel Stover Candies of Kansas City; J. H. Tatigian, Peter Paul, Inc., Naugatuck, Conn., and Philip P. Gott, President, National Confectioners' Association, Chicago.

Among the members of the Association of Cocoa and Chocolate Manufacturers of the United States present were Clive C. Day of Peter Cailler Kohler Swiss Chocolate Company, New York City, President of the Association; A. M. Ferry and Gordon Peyton, Secretary and Counsel, respectively, of Washington, D. C.; John Bachman, Bachman Chocolate Manufacturing Co., Mount Joy, Pa.; H. Russell Burbank, President and A. A. Singer, Vice President, Rockwood & Company, Brooklyn, N. Y.; Howard O. Frye, Walter Baker & Company, Dorchester, Mass.; L. W. Majer, Hershey Chocolate Corporation, Hershey, Pa.; August Merckens, Merckens Chocolate Company, Buffalo, N. Y.; Charles H. Schumacher, A. N. Stollwerck, Inc., Camden, N. J.; and John M. Whittaker, Peter Cailler Kohler Swiss Chocolate Company, New York City.

• **General Foods Corp.:** The Walter Baker Chocolate and Cocoa Division has announced expected completion next March of one of the most modern, fully air-conditioned warehouses in the industry. According to Howard Frye, general manager, "The new addition will provide additional refrigerated



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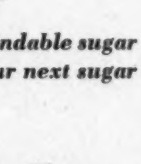
You can profit in a free sugar economy by knowing and accurately evaluating sugar supply and demand factors.

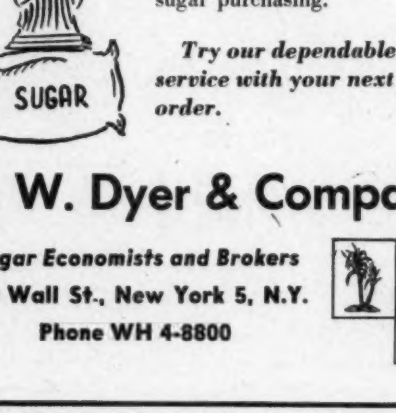
Our day-by-day studies and analyses of world sugar information will assist you in your sugar purchasing.

Try our dependable sugar service with your next sugar order.

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Shopping for Milk?

Today, when most other ingredients used in the manufacture of Milk Chocolate, Fudges and Caramels are so costly, it is good business to use BURCK-BRAND top quality Dried or Condensed Milk.

Supplying high quality milk to Manufacturing Confectioners for more than 20 years.

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storage needed to permit Walter Baker to operate at capacity throughout the long summer months." The warehouse will be located at Dorchester, Mass.

• **Borden Co.:** Two entries entered by the advertising and public relations officials of the Midwest offices were awarded first prizes in the nation-wide advertising contests conducted by the Milk Industry Foundation at its annual convention in Miami.

• **Glidden Co.:** A quarterly dividend of 35 cents and an extra dividend of 50 cents on the new common stock, both payable January 2 to stock of record December 5, has been declared. Dwight P. Joyce, president, stated that sales are continuing at high level with the backlog of orders increasing.

• **QM Food Show:** American Dry Milk Institute, Borden Company, Hershey Chocolate Corp., Kraft Foods Co., and the National Confectioners' Ass'n were among the exhibitors at the one-day Food Industry Show of the Quartermaster Food and Container Institute held last month in Washington, D. C. A continous showing of NCA's film, "Candy and Nutrition" and samples of confections such as were used in wartime rations highlighted the confectionery program. Fair Play Caramel Co., York Caramel Co., Mars, Inc., Peerless Candy Co., Nutrine Candy Co., and M & M, Ltd., made the rations available. Sugar allocations, technical training for candy production employees, and cooperation with the Army Quartermaster's $700,000-a-year food research program were discussed in meetings and at a special dedication dinner for the new Associates of the QM Food and Container Institute. Attending were: R. H. W. Welch, Jr., John Henry, Thomas Sharp, R. H. Hardesty, Theodore Stempfel, Herman L. Heide, Walter R. Zwoyer, W. F. Olson, J. F. Hennessey, Philip P. Gott, Robert C. Hill. Miss Janice Nelson, of NCA, directed the NCA exhibit.

• **Corn Crop:** According to a Department of Agriculture estimate on the basis of November 1 conditions, the 1947 corn crop would be 2,447 million bushels, which is far short of last year's record crop of 3,287 million bushels and of the 3,000 million bushels which the government has said it needed to meet requirements.

• **Dairy Products:** According to a recent Department of Agriculture statement dairymen have received record prices in 1947. For the first nine months, the farm price of wholesale milk averaged about $4.15 per hundredweight and butterfat averaged 71 cents per pound. The Department also

Manufacturers

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stated that averages prices in 1948 would probably be the same as in 1947, with a tendency towards higher than average prices in the first part of 1948 and lower than average in the latter part of the year.

• **Stoner Mfg. Corp.:** Burnhart Glassgold, sales manager, has announced that Ralph H. Littlefield will represent the vending machine company in the New England states and Joe Fox, in Ohio.

• **Foster D. Snell, Inc.:** Dr. Ernest R. Hanson has joined the staff of the New York consulting chemists and engineers to head research and development in the field of plastics and rubber.

• **Monsanto Chemical Co.:** John J. Healey, Jr., assistant general manager of the Merrimac division, has been elected a director of the American Institute of Chemical Engineers.

• **American Oil Chemists' Society:** Publication of the 1947 Revisions to the 1946 edition of the Official Methods of Analysis has been announced. Price of the Revisions is 50 cents and orders may be sent to the American Oil Chemists' Society, 35 E. Wacker Drive, Chicago 1, Ill.

• **Swift & Co.:** The Swift Home Service Club became the first sponsored, regularly scheduled, network television program. Originating at WNBT in New York City, the program now can be seen every Friday from 1 to 1:30 p.m., EST, in Philadelphia, Washington, D. C., and Schenectady.

• **General Foods Corp.:** A 31 year old bar of Baker's Premium No. 1 Chocolate was recently discovered in a West Newton, Mass., home. Color and teture had deteriorated to only a minor degree and no excessive fat bloom was found on the outside of the cake. Laboratory reports said, "flavor good, considering age of sample."

• **Solvay Sales Corp.:** A. B. Kennedy has been appointed assistant branch manager at Detroit, K. M. Dillabough at Philadelphia, and J. H. Kaiser at Syracuse. Each of the new assistant managers has been a Solvay sales representative in his branch for several years.

• **George A. Bausman:** The well known, former president of National Equipment Co., died recently in Springfield at the age of 73. Mr.Bausman joined National in 1911 and later succeeded C. A. Crocker as president. He is survived by his brother, A. L. Bausman, of the Mill River Tool Co.

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Yes, Macaroon Crunch is an ideal product for making new candy pieces. It has a delicious almond macaroon flavor—it is crisp and crunchy like nuts—and blends well with other ingredients. Macaroon Crunch also makes a dandy coating for bars. Ask about it—write to either address below for quotations.

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CONFECTIONERY ANALYSIS and COMPOSITION

With production costs so extremely high today, this thorough, concise book by Dr. Stroud Jordan and Dr. Katheryn E. Langwill can help you greatly to reduce candy making costs. It is full of helpful answers on what goes into different types of candies most economically and efficiently.



These are some of the subjects Dr. Jordan and Dr. Langwill discuss in authoritative detail: Moisture, Ash, Sugars, Starches, Proteins, Fats, Collodial Materials, Nuts and Fruits, Acids, Incidental Materials, Reconstructed Formulas, Hard Candy, Sugar Cream (Fondant), Fudge, Caramels, Toffees, Hard and Soft Marshmallow, Nougat, Gums and Jellies. The Appendix contains valuable handy tables and graphs besides.



To order a copy of this helpful book for your own candy library or to send to your candy friends for Christmas, just mail the handy coupon below. If you inclose your friends' names and addresses, we'll be glad to send the book direct with a letter telling them it's a Christmas present from you. The price is only $3.50 a copy, too!

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Please send me.....copies of Confectionery Analysis and Composition at $3.50 a copy.

Your Name..... Your Title.....

Your Firm .....

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City..... Zone..... State.....

• **Standard Brands, Inc.:** James S. Adams, president, has been elected chairman of the board of directors. Joel S. Mitchell succeeds him as president.

• **A. E. Staley Mfg. Co.:** A 30-page booklet, entitled "The Wonder Bean," has been issued by Staley in commemoration of the 25th anniversary of their soybean processing plant at Decatur, Ill., the first large-scale soybean processing plant established in the United States.

• **Monsanto Chemical Co.:** The board of directors have announced that net consolidated earnings for the first nine months of 1947, exclusive of British and Australian companies, amounted to $12,395,367, or $2.79 a share of common stock as compared with earnings of $1.63 a share of common stock for the same period in 1946. Sales of consolidated companies for this period in 1947 were $105,829,063.

• **Milk Industry Foundation:** More than 60 million quarts of fresh milk and cream are now being used daily by U.S consumers, a larger amount than at any time before the war, according to new figures developed by the Foundation. Per capita consumption is 16 per cent above the pre-war level.

• **General Foods Corp.:** Net earnings in the third quarter after all taxes and charges were $4,249,337, or 76 cents per common share, Clarence Francis, chairman, announced recently. This compares with earnings of $4,683,529, or 84 cents per common share, for the same period of 1946. Net earnings for the nine month period ended September 30 were $12,385,228, or $2.22 per common share, as compared with earnings of $2.44 per common share in 1946.

• **NCA Research Committee:** Investigation into the possibilities of technical training for candy production employees is now being carried on, the NCA Bulletin announces. Chicago members of the Research Committee recently visited the American Institute of Baking to hear the Institute's staff discuss the technical training program in the baking industry. Further discussion of the subject was held when the committeemen conferred with three representatives from the Illinois Institute of Technology.

• **National Automatic Merchandising Ass'n:** Advance registration for the N.A.M.A convention, to be held December 14-17 at the Palmer House, Chicago, indicate a record attendance, G. M. Seedman, chairman, has announced.

• **Paper and Board Production:** Preliminary reports released by the Bureau of Census for September show production down 55,000 tons below the August record, principally due to the smaller number of working days in September. Total for the month was a production of 1,708,254 tons, which amounted to 93.6 per cent of the production base.

• **Food and Container Institute:** The first meeting of the associates of the Institute was held in November at the Hotel Statler, Washington, D. C. Speakers included Clarence Francis, chairman of the board of the General Foods Corp., and Franklyn B. Snyder, president of Northwestern University. Need for the continuous cooperation of government, educational institutions and private industry in the field of food research was the point stressed at the meeting.

Conventions - Meetings

Dec. 3-5—Annual convention of the Western Confectionery Salesmen's Ass'n. Hotel Sheraton, Chicago.

Dec. 13—Annual banquet of the Confectionery Salesmen's Club of Baltimore, Main Ballrooom of the Lord Baltimore Hotel.

Dec. 14-17—National Automatic Merchandising Ass'n. convention and exhibit, Palmer House, Chicago.

Dec. 15-16—Production Conference of the American Management Ass'n, Hotel Pennsylvania, New York.

Jan. 15-16—Finance Conference of the American Management Ass'n, Biltmore Hotel, New York.

Jan. 18-21—Second annual Food Industry Exposition, Atlantic City Steel Pier, Atlantic City, N. J.

Jan. 25-28—St. Louis Merchandise Fair, Henry W. Kiel Auditorium, St. Louis, Mo.

Feb. 2-6—Air Conditioning Exposition, Grand Central Palace, New York.

Feb. 16-18—Personnel Conference of the American Management Ass'n, Palmer House, Chicago.

Mar. 18-19—Marketing Conference of the American Management Ass'n., Hotel New Yorker, New York.

Apr. 27-29—Packaging conference of the American Management Ass'n, Auditorium, Cleveland.

May 9-11—National Peanut Council convention. Soreno Hotel, St. Petersburgh, Fla.

May 13-14—Production Conference of the American Management Ass'n., Hotel Statler, Detroit.

May 20-21—Second Production Conference of the Pennsylvania Manufacturing Confectioners Ass'n., Lehigh University, Bethlehem, Pa.

May 27-28—Insurance Conference of the American Management Ass'n., Hotel New Yorker, New York.

June 9-10—General Management Conference of the American Management Ass'n., The Waldorf-Astoria, New York.

June 13-17—National Candy Wholesalers Ass'n, Inc., third annual convention, Sherman Hotel, Chicago.

June 20-24—National Ass'n. of Retail Grocers, 49th annual convention, Convention Hall, Atlantic City, N. J.

June 20-25—65th Annual Convention of the National Confectioners' Ass'n., The Waldorf-Astoria, New York. 22nd Confectionery Industries Exposition, Grand Central Palace, New York.

June 21-25—Associated Retail Confectioners of the U. S., Hotel Commodore, New York.

July 6-8—National Confectionery Salesmen's Ass'n., Hotel Brighton, Atlantic City, N. J.

KANDEX*

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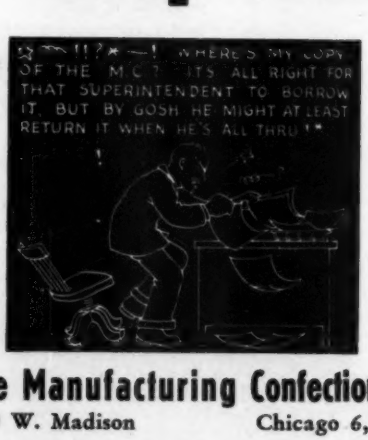
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For Sale: Two National Equipment continuous Springfield Cookers, fully equipped, and both in excellent condition. Ready for immediate use. Price for quick sale $1250 each. Write Box A-12717, **The Manufacturing Confectioner.**

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For Sale: Merrill Brothers Cutrol Machine, good condition, 3 phase, 60 cycle, 220 volt motor. $950. One water cooled slab 3½' x 8', $75 complete with pipestem legs. Box A-1277, **The Manufacturing Confectioner.**

For Sale: Savage Marshmallow Beater 200-lb. size, $200. Two sixty gallon steam-jacketed copper kettles, $300 each. Friend Hand Roll machine 50 lb. size, $400. Box A-12715, **The Manufacturing Confectioner.**

For Sale: Clipper Cellophane Bag Making Machine in good condition. Box A-1279, **The Manufacturing Confectioner.**

For Sale: 4 Roll BUHLER Chocolate Mill, 29" wide. Marlon, 321 W. 54th St., N.Y.C.

For Sale: One new, never used, Package Machinery Forgrove 26D Wrapping Machine for wrapping individual pieces of Caramels, Fudge and Nut Rolls in M.S.T. Cellulose, wax paper or foil. Immediate delivery. Box A-12711, **The Manufacturing Confectioner.**

For Sale: 1 Acme natural-draft gas fire mixer and 25 gal. kettle, recently overhauled, new 220/440 volt, 1 phase, 1 HP motor. Single action. Good condition. $300 F.O.B. Chicago. Northern Confections, P.O. Box 665, Argo, Ill.

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When answering ads please address as follows:
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For Sale: Modern candy factory; new equipment. Ideal for specializing in box chocolates. Located in large Southern city. Building covers over 7500 sq. ft. with land for expansion. Box A-1272, **The Manufacturing Confectioner.**

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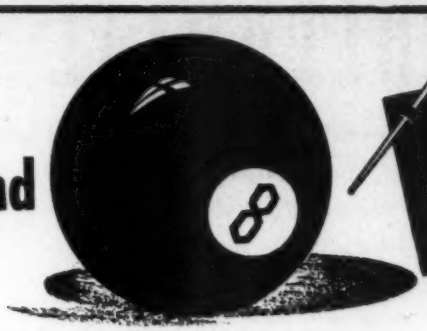
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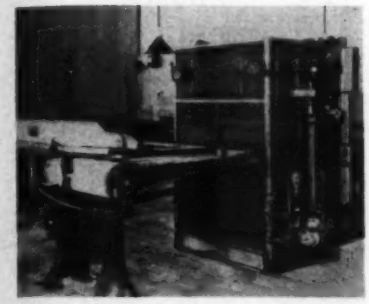
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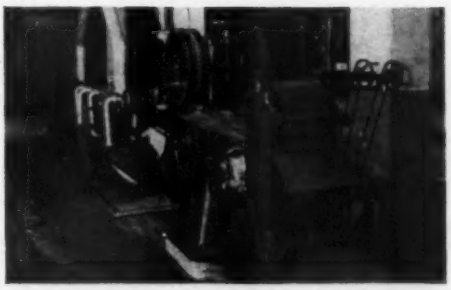
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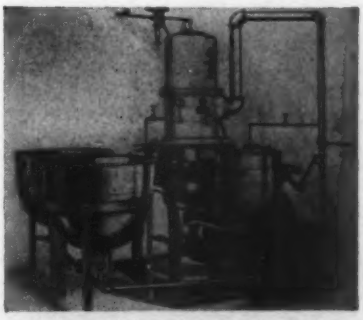
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A LIMITED number of bound volumes for the year 1947 are available. To be sure you receive yours, it is advised that you send in your order immediately. The cost for this handy bound volume is $6.00.

"Confectionately Yours . . ."

JUST LIKE the milkman, that's Albert Altman, "The Chocolate Man," in New York City. In bright yellow, refrigerated trucks with a round, brown chocolate man painted on the sides, he delivers candy right to his customers' doors. His five-truck fleet follows regular routes in Brooklyn, Queens, The Bronx, Long Beach, Rockaway, uptown Manhattan, and downtown on the West Side only. Customers are visited once a week.

An army pilot in the Pacific during the war, Mr. Altman decided to make candy when he got back Stateside. His employees— both the candy makers and truck drivers—are all veterans, too.

Among the most pleasant of the six varieties of candy delivered on the routes are chocolate marshmallows. These have a smooth, light texture and come in peppermint, vanilla, and maple flavors, all covered with bitter chocolate. Creamy thin mints, lollypops, chocolate-covered cherries, assorted chocolates, and nutties (bars of chopped nut meats covered with milk chocolate) are the other delicious varieties. Prices run from 40 cents a half pound for the lollypops to $1.60 a pound for the assorted chocolates. The shipping charge in Greater New York for one or two pounds is 20 cents, for three or four pounds it's 25 cents.

Do New Yorkers like the idea? Well, Mr. Altman started last April with one truck. He's got five now.

* * *

HOPE-ON-CHOCOLATE DEPT.: With cocoa prices what they are, Bob Hope reports he guesses the traditional chocolate-covered Easter eggs won't be rolled on the White House lawn come Easter. "They'll get something cheap—like diamonds," he avers.

* * *

TELL-IT-TO-WASHINGTON DEPT.: Three Cleveland kids recently wrote "Mrs. President Truman" about the high prices of things in general and especially about bubble gum. The Council of Economic Advisors, no less, answered that the President's "repeatedly advanced" comprehensive program about HCL, "as you undoubtedly have noted," requires legislation be enacted and "insofar as action can be taken without legislation is being carried forward." CEA skipped the bubblgum.

* * *

HAPPY HOLIDAYS DEPT.: A very Merry Christmas and a Happy New Year are sincerely wished to all of you from all of us.

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*For Detailed Reference Data, See The 1947 Blue Book.



EDITORIAL

Whither Candy in 1948

EXPERTS IN THE FOOD FIELD have gone on record as saying that the present high prices on foodstuffs will probably maintain or exceed their present level for at least the next six to nine months. Where this trend will lead to, is the greatest problem today facing the confectionery industry, says the National Confectioners' Ass'n.

Using six key items, which comprise 91 per cent of the total ingredient costs of the industry, an NCA survey recently released shows percentage price increases as of October 15 this year over January 1, 1941, range from 72 per cent to 823 per cent. Cocoa beans gained 823 per cent—a 308 per cent increase since July 22, 1947. Eggs jumped 231 per cent. Peanuts 210 per cent. Glucose 97 per cent. Sugar 95 per cent. Milk 72 per cent.

Stressing that these increased costs throw a light of uncertainty on the future of many types of confections, NCA calls especial attention to the cocoa bean and peanut situation.

The inflationary price squeeze on cocoa beans, the basis of all chocolate coating and flavorings, as well as cocoa butter, is of prime importance to the manufacturer of chocolate candy, states NCA. This unhealthy price situation, in the opinion of some persons, is not entirely due to the laws of supply and demand. For the presence of powerful cocoa cartels greatly affects the price of this ingredient.

Peanut prices present a slightly different aspect in the overall raw material cost situation. In this case, the problems of parity purchases are to a large degree responsible for today's inflated prices. Under the Stabilization Act of 1942, prices of "basic" commodities, including peanuts, are supported through loans of 90 per cent of parity.

To overcome these difficulties arising from peanut prices, the confectionery industry has taken a stand favoring adoption of H.R. 3940—the bill which would permit the Commodity Credit Corp. to sell peanuts for edible use at market prices. Under existing legislation, peanut crushers are the only buyers who can purchase peanuts at less than parity. They are permitted to buy on a bid basis without any risk of incurring support program penalties.

Egg, glucose, sugar, and milk price increases are part of the nationwide food cost increases. These are due, in part, to domestic increased conusmer demand, as well as to demand for export of food products.

The seriousness of the price situation is further evidenced by G. Harold Thompson, head of Thompson Candy House, who told the Seattle Advertising and Sales Club that it means the end of nickel candy bars. Expressing his personal opinion, Mr. Thompson added he did not believe the public would accept a nickel bar at the odd price of six or seven cents—another indication of which is evident in the "Short But Not So Sweet" item on this page.

On the other side of the picture, latest available figures indicate dollar sales of confectionery for the first nine months of 1947 rose 38 per cent above the corresponding period last year, with total sales of all manufacturers estimated at approximately $620,000,000 as compared with $450,000,000 for the first nine months of 1946. Sales in pounds, as reported in the U. S. Department of Commerce and NCA study, for 125 firms show a gain of 5 per cent for the first nine months and a dollar volume gain of 40 per cent.

For September, dollar sales of confectionery manufacturers were 53 per cent above September, 1946, and 50 per cent higher than in August, 1947. Sales in pounds for September, as reported by 125 firms were up 23 per cent over September a year ago, while dollar sales increased 57 per cent.

September dollar sales of chocolate manufacturers, manufacturer-wholesalers, and manufacturer-retailers were up 79, 49, and 9 per cent respectively over last year. Comparing September and August, seasonal gains were recorded for each of the three types of manufacturers.

For the first nine months of this year compared with the first nine months of 1946, dollar sales of manufacturers were up 53 per cent, manufacturer-wholesalers up 36 per cent, and manufacturer-retailers up 13 per cent.

Package goods gained most in poundage and was second in dollar volume during the first nine months of the year, according to the reporting 125 firms. The 54,095,000 pounds sold represent a gain of 35 per cent over the like 1946 period. Dollar volume for package goods reached $34,409,000 for the period—a gain of 44 per cent.

Although bar goods dropped 1,174,000 pounds in the period to 571,914,000 pounds, the nine-months' dollar volume of $199,857,000 shows a gain of 38 per cent. Significantly, bar goods is the *only* item to show a poundage drop during the period.

General line goods gained 12 per cent in poundage to 240,063,000 and 45 per cent—the largest recorded in the period-to $76,215,000.

Short But Not So Sweet!

FROM THE EDITORIAL page of the Chicago Daily News, Chicago's largest evening daily newspaper, this "Senator Soaper" comment is reprinted in its entirety:

"When it finally inches up to a dime, will it be O.K. to stop calling it a nickel candy bar?"



masquerade... or master-made?

Too often an inferior flavor masquerades under a superior description. Too often it libels the label. What is printed under the heading of Ingredients is really of little consequence. The thing that tells candy buyers what they want to know is the candy itself, whether it be on a lollypop stick or in a luxury package.

You don't want *any* of your confections to masquerade as a toothsome candy, building up the buyer to a flavor letdown. You want all of them to be master-made, especially as to flavor. You don't want them to be counterfeit. You want them to be counter-fit. Yes, you want flavors that taste like what they're supposed to be—not in the flavor bottle but *in the candy*. In short, you want American Food's Flavors . . . don't you?

American Food Laboratories, Inc., 860 Atlantic Ave., Brooklyn 17, N. Y.

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